

No.
348
August
1996

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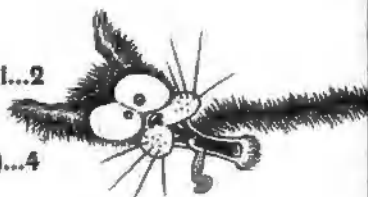
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**AUGUST
1996**

MAD

**NUMBER
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*"A college jock is someone who minds his build instead of vice versa!"
— Alfred E. Neuman*



DO YOU WANT PRIZE WITH THAT? DEPARTMENT: **The Worst MTV Contests of All Time...27**



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I DON'T THINK SO!

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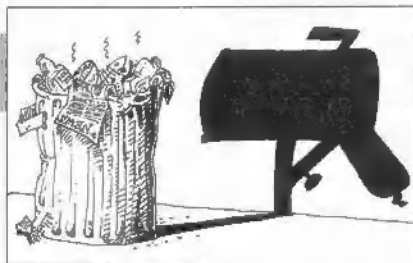
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the usual gang of idiots

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"MAD'S BEATLES SONGBOOK"

I was very shaken while reading your Beatles songbook (Mad #345) when in one of the pictures there was an image of John Lennon's skeleton in a casket with the sign "R.I.P." under that. I am an avid reader of your magazine but I think that you could have been a little bit more sensitive. I hope that this will never happen again.

DShip67480@aol.com

We apologize for our crass insensitivity and promise it won't happen again. Besides, the whole drawing was an error to begin with — We meant to draw Kurt Cobain! —Ed.

BELOW AVERAGE?

In issue #345 you ran an article called "When 'Per Serving' Information is Placed on Everything." The article was funny until you got to the serving size of a MAD Magazine. You said it contained 576 attempts at humor, but counting up on several issues the average was about 276! Whoever you got to count this up was 300 attempts at humor short! I think you owe us readers an apology.

Aaron Mines
Gaithersburg, MD

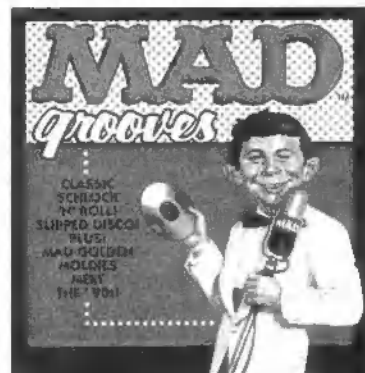
The 576 number you cite was an attempt at exaggeration humor which you didn't count! Therefore, your totals and averages are off by one. Please reconfigure your totals, calculate them again and send us the results in, say, a thousand years! (The preceding, for those keeping a tally, was not an attempt at exaggeration humor. We really DON'T want to hear from Aaron till 2996!) —Ed.



LETTERS &

MUSICALLY MAD

Are you spinning MAD Grooves yet? Rhino Records has just released the most incredible CD (or cassette) since the invention of CDs (or cassettes)! Featuring rare and out-of-print MAD recordings (most of which have been unavailable for over 25 years!), MAD Grooves includes tunes from MAD Disco, the '60s Off-Broadway review *The MAD Show*, the classic song "She Got a Nose Job" and, the most requested and desired MAD recording of all time, "It's a Gas"! There are even vintage MAD tunes re-recorded by '90s bands including Green Jelly! Find it at a record store or by dialing Rhino Direct at 1-800-432-0020!



"THE POPEMOBILE FOR RENT"

I was reading issue #345 and I couldn't believe my eyes! In "The Popemobile For Rent," you morons made quite a boo-boo. Didn't any of you take Earth Science in high school? I guess not! You can't get a tan through the Popemobile! Tans are caused by ultra-violet rays, and guess what doesn't go through glass? Duhh, could it be ultra-violet rays? YES! If I'm 13 and I know this, it doesn't say too much about you guys.

Jon Spielsinger
Staten Island, NY

Can't get a tan in the Popemobile? Now you know why George Hamilton will never be Pope! —Ed.

GOING POSTAL

I have been receiving MAD by mail for the last several years. It infuriates me that the United States Post Office consistently labels MAD a "2nd class" publication. I think your magazine has always been a 1st class publication. I think your editor should have a talk with the Postmaster General.

Ravkoel@aol.com

Smart idea, Einstein! You want us to do something that will piss off a postal worker? Not a chance! If all the regular letter carriers have automatic weapons, the Postmaster General must have Stinger Missiles! —Ed.

INSIGNIFICANT DATA

MAD #349 ON SALE Aug. 20!!

**MAD'S DOUBLE-SIDED
SUPER SPECIAL #115
ON SALE July 23!!**

THE MAD BAKE OFF '96



Here's our annual visit to the world of MAD desserts! On the left is Ashton, MD resident Andrew Jones' graduation cake, though the "congratulations" was for being voted "Most Likely to Receive a Moronic-Looking Graduation Cake!" On the right is Jason Schafer of Monroeville, PA with his immense Alfred E. Neuman birthday cake. As you can see, it's a very potent cake — Jason already appears to be enjoying a huge sugar rush just from bringing his skin in contact with the cake box! Fal



TOMATOES DEPARTMENT

PUS AND MINUSES



**"The Zit" — The Goo,
the Bad and the Ugly!**

"The Zit" (MAD #345) was the grossest, most stomach-turning thing I recall seeing in any issue of MAD — and that covers almost four decades of MADness!

John Berger
Honolulu, HI

As subscribers to your magazine we have become used to varying degrees of sickening material (and learned to like it, by the way). However, we find ourselves disgusted with the back cover of issue #345, intelligently called "The Zit." Only dim-witted morons such as yourselves could possibly find something so inexpressibly nauseating to be the least bit amusing. Please, for future reference, keep in mind that there are those of us who do not feel the urge to burst into hysterical laughter at the sight of a boy drowning in an explosion of his own pus and vital organs.

Libby Perkowski
Ana Nersessian
New York, NY

Picky, picky, picky! —Ed.

Upon reaching the end of MAD #345, I was disgusted to find "The Zit." What in the world made you deem this humorous AND fit to print? No one in his right mind with any kind of standards would— Never mind.

Charlie Armstrong
Rockford, MI

The back cover of MAD #345 has got to be one of the all-time greats! Your artists have always been the best (my all-time favorite is tied between Basil Wolverton and Al Jaffee)! Since I have every MAD you have published — I rate issue #11, May, 1954 as your best cover ever, and #345 for best back cover!

Dave Jones
65 years "young"
Camano Is., WA

Your kind letters about our "Zit" made us break out — dare we say gush! — with warm feelings!

—Ed.

You'll
"flip over"
our
newest
**Super
Special!**






**MAD'S
DOUBLE-SIDED
SUPER SPECIAL
ON SALE
NOW!**

**A Special
so Special
it has
Two Special
Covers
Especially
for you—
Pretty
Special,
Huh?**

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unless they are accompanied by a self-addressed, stamped envelope!
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(featuring MAD online plus 10 FREE hours!) by calling 1-800-203-2600!

GAYS OF OUR LIVES DEPT.

Here's a movie that does nothing to quash the negative stereotypes about a much maligned group, a group that for too long has been unfairly and inaccurately portrayed in motion pictures, humiliated and scorned on television, and bashed and attacked by the public at large. Of course, we're talking about right wing Republicans! Here's...

Don't same
sex mar-
riages like
yours and
Almond's
create
sexual
confusion?

Nonsense! The
real confusion
is with bi-
sexuals, poor
dears! I know
one who just
got engaged!

Who's
he
going
to
marry?

Him-
self!

LA CAGE A
FALIX PAS



Some politicians
say that gay
relationships
like yours and
Albare's are
a threat to
the American
family!

I don't under-
stand that! We
are the proud,
loving parents
of a son, unlike
the childless
Pat Buchanan
and his wife!

And neither of us would
ever dream of abandoning
our children and our
mate who was in the
hospital recovering from
cancer surgery to run
off with someone else
like Newt Gingrich did!

Nor would we have ever
screwed around outside
our relationship, which
is more than you can
say for Bill Clinton!
Tell me, just what kind
of an American family
are they talking about?

IIIQT
DRUCKER

The nerdcage

ARTIST: MORT DRUCKER WRITER: STAN HART

KABARET

There's no sex or violence in this movie! Why does it have an "R" rating?

For the effect it might have on children! The shock of seeing a loving, caring couple like Alibare and Almond might make a child wonder about his own parents' "normal" relationship!

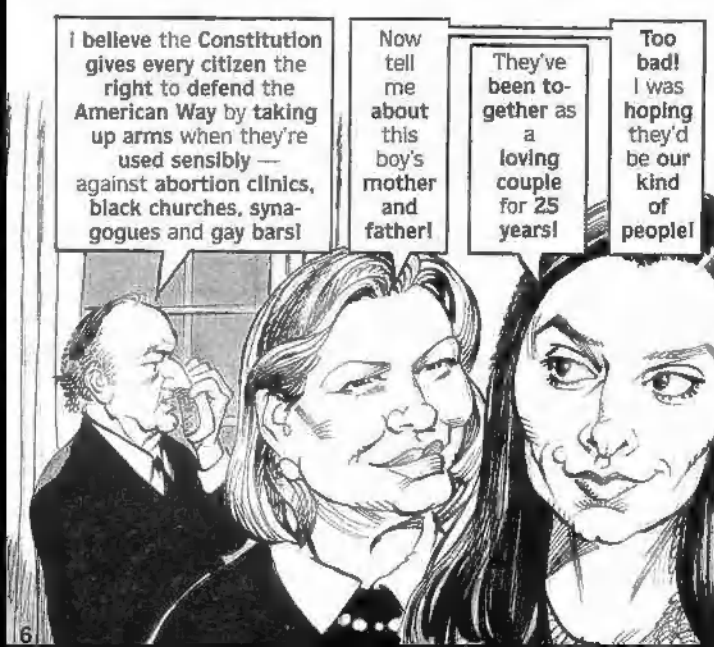
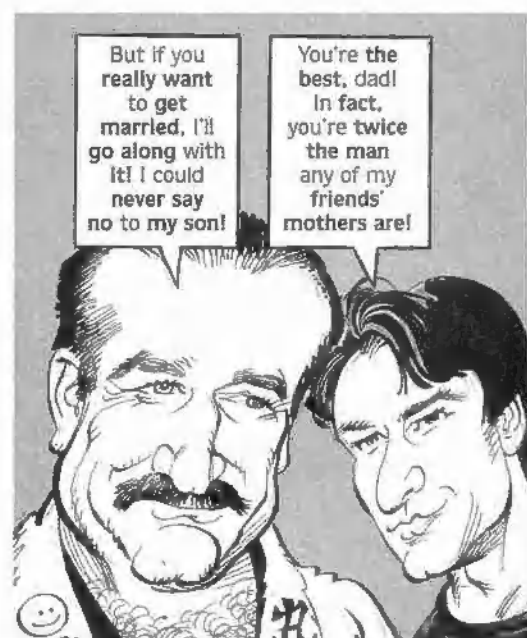
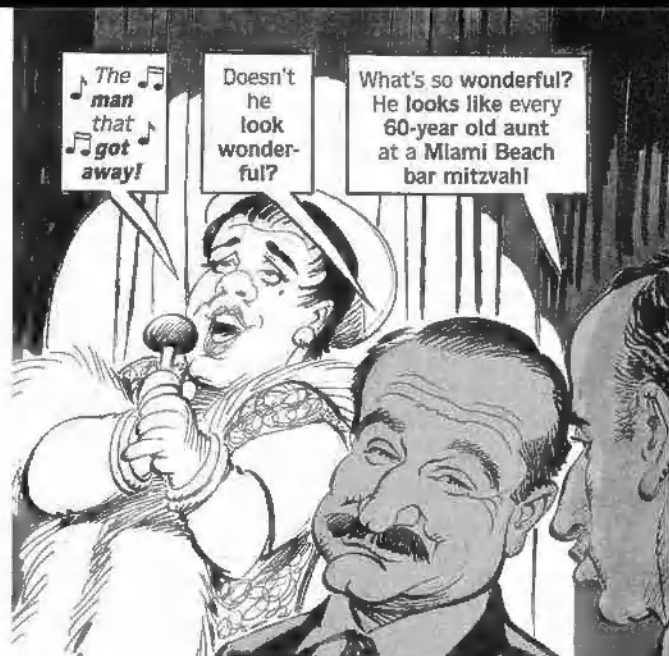
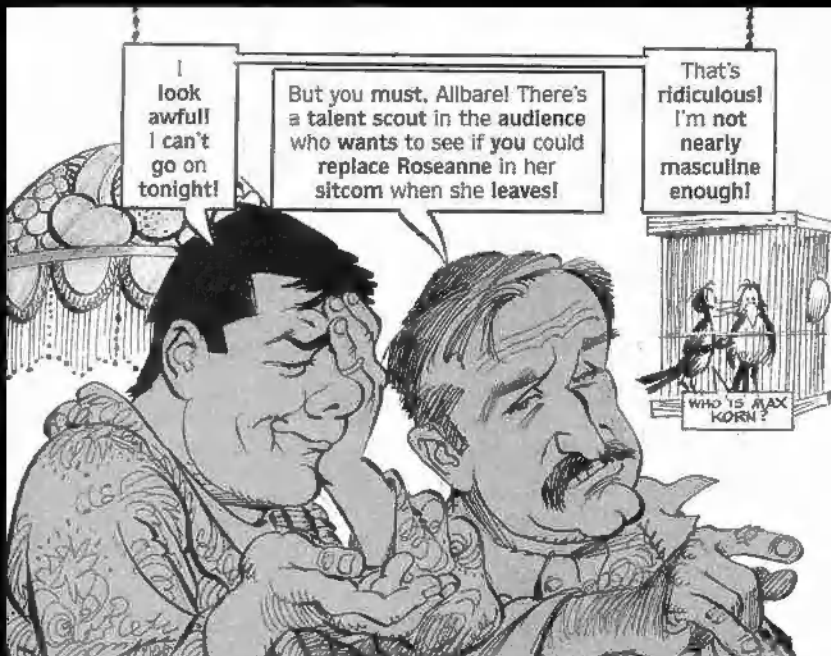
As a straight man, I feel uncomfortable watching those gay guys dance around half-naked in drag!

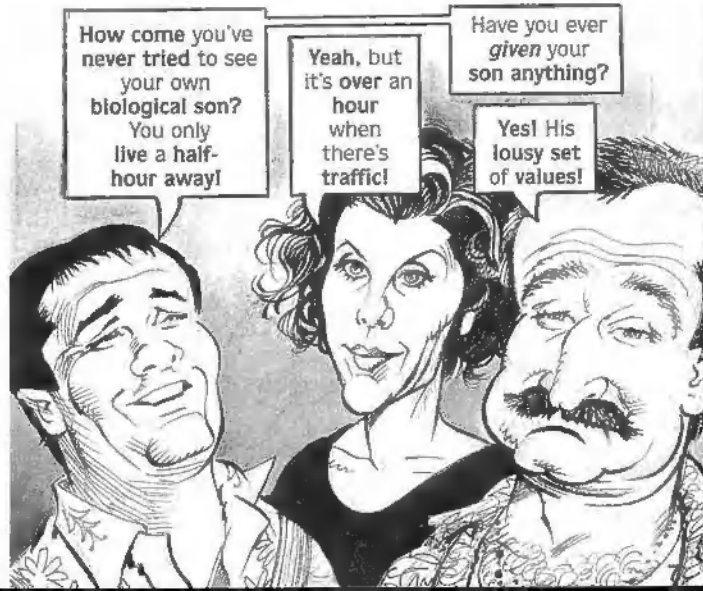
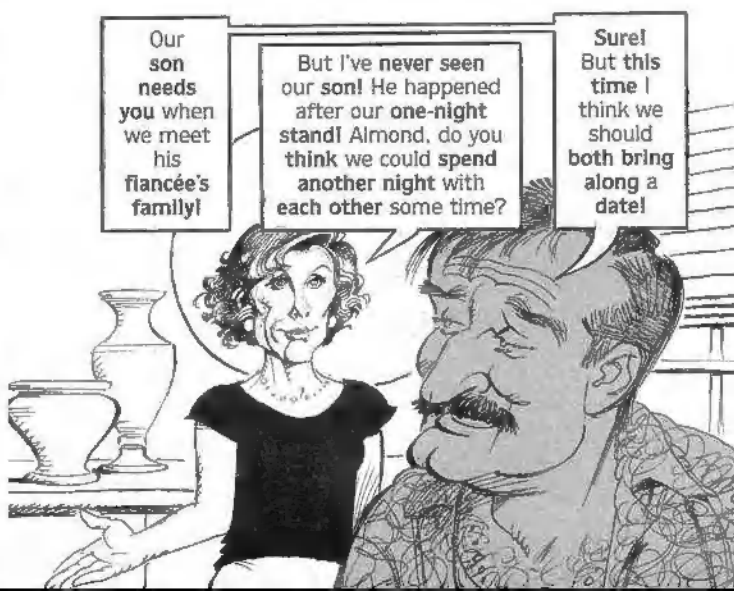
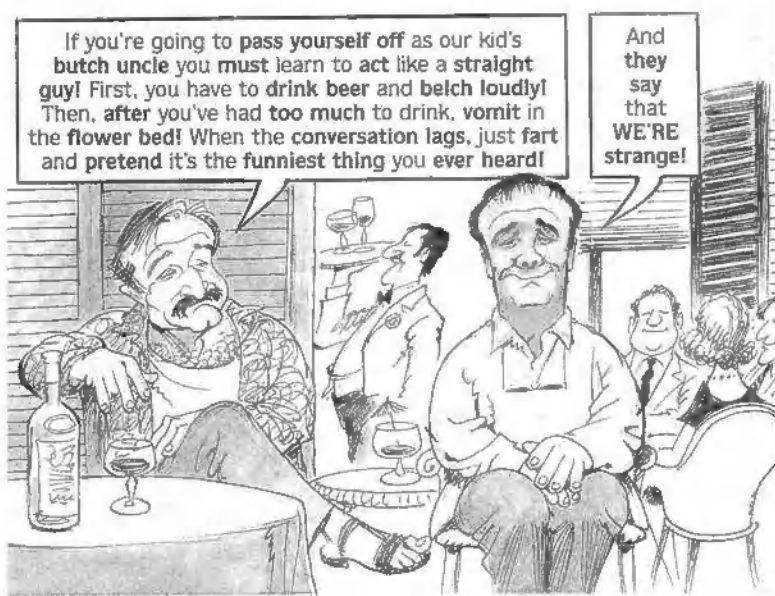
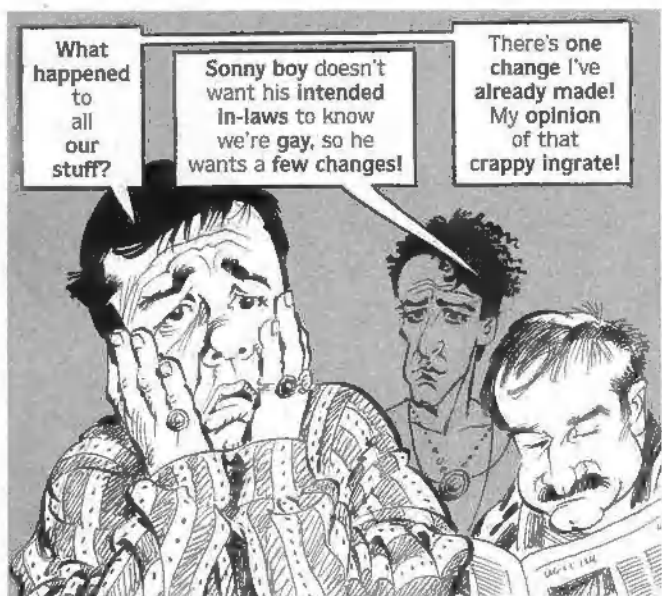
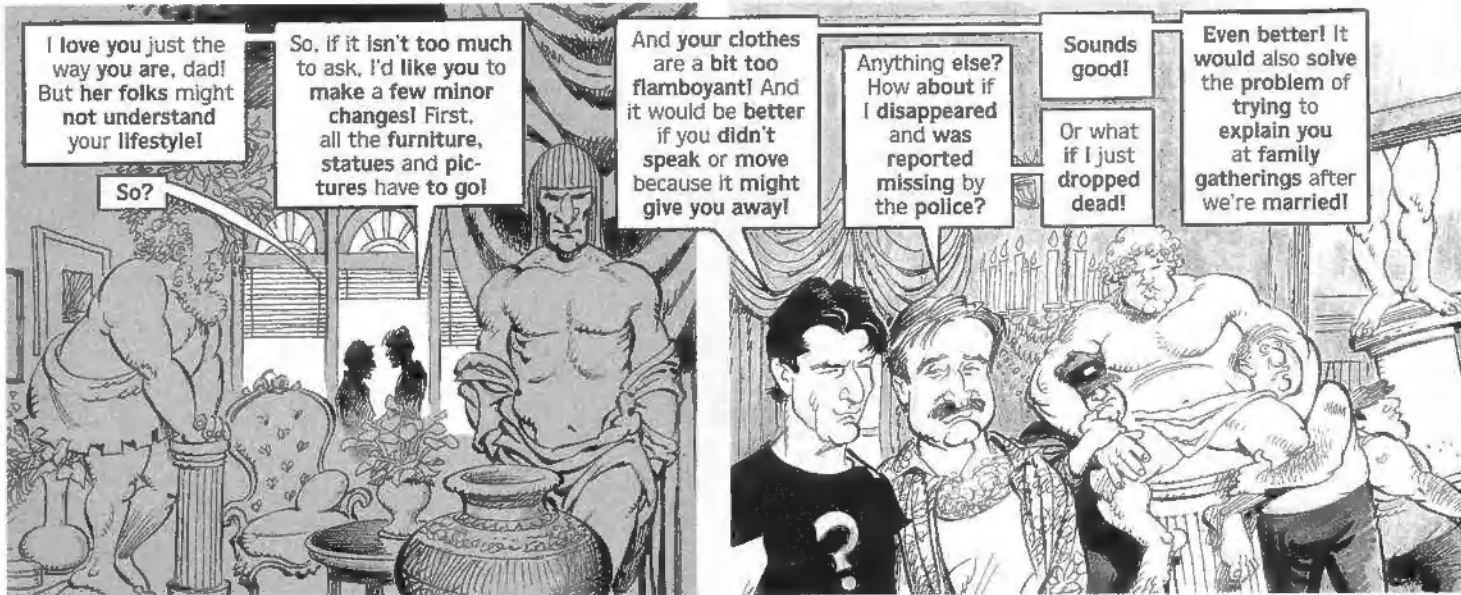
Is it because you're prejudiced?

No, it's because I'm sexually excited!

Senator Killer, your co-chairman of the Committee to Keep the Government Out of Everything Except the Bedroom and the Doctor's Office has just been found in a prostitute's room! She told the cops that when they started making love, he just lay on the bed motionless! They say he's dead!

I don't believe it! If that were a sign of death, my wife would have been pronounced deceased years ago!





My little girl said your name was "Goldman"! You folks aren't Jewish by any chance, are you? I don't like Jews any more than I like homosexuals!

Whee! That is two for two!

No, sir, we're not Jewish!

First he denies my sexual identity and now he denies his own religious heritage! Allbare was right! This kid really stinks!

Where's your mother? We would really like to meet her!

Did someone ask for "Mama"? Well, here I am!

This charming lady is your mother? I'm surprised that she's old enough to have a grown son!

That's only the first of many surprises "Mama" has in store for you, bubella!

I understand that Senator Killer is inside that gay club! A story like this will make the front page of every supermarket newspaper in the country!

It'll even replace the scoop about the Martian Siamese twins who just had Elvis' perfectly normal baby!

We have to get out of here without the press seeing us! Do you have any ideas?

I have two ideas! First, you could stand in the toilet and try to flush yourself into the Caribbean!

I'll take the second idea! It's got to be better than that!

I wouldn't bet the farm on it!

Hey, baby! How's about coming home with me?

Why should I do that?

I'd like to prove my father wrong by showing him that my mother is not the ugliest woman in all of South Florida!

After seeing our daughter marry the man she loves, I now realize that our marriage has been an empty one! So, I'm leaving you for a real woman who has the ability to love me like I should be loved!

No! Oh my lord! Who is she?

Mrs. Doubtfire!

AN EMBARRASSMENT OF RICHARD'S DEPT.

Not long ago, people who wanted to stay in shape went to the gym. Today, they go to the "health club" or "fitness center." The difference? About \$50 to \$75 a month! Yes, Spandex Breath, the cost of working the lard off your buttocks ■

steeper than ever, which is why it's a good idea get some expert advice before plunking down your hard-earned drachmas! Of course, ■ you can't get any expert advice and you're really desperate, you can always take a look at . . .

MAD'S GUIDE TO HEALTH CLUBS & Fitness Centers

ARTIST: PAUL COKER WRITER: DICK DEBARTOLO

JOINING Once you've made the all-important commitment to join ■ health club, you must then decide exactly when to join! This is a critical decision, one that calls for foresight and careful planning. Make

sure you don't join the one day of the year they're not having ■ special "limited time" sale!

SNEAKY SALES TACTICS

Don't be impressed or fooled by high-energy come-ons! Listen carefully to what the salesperson says! What sounds like ■ good deal may not be!

Sign up now and you're guaranteed to avoid the price increase that's due to come before the end of the millennium! And since my boss isn't around, I'll make you an extra special deal! Buy a lifetime membership today and I'll give you another six months free!

You paid \$3 to rent Showgirls because it couldn't be as bad as people said it was...Aren't you the genius!



THE CONTRACT

Before signing on the dotted line, be sure you fully understand the terms of your membership. Health clubs that entice you with ridiculously low rates often provide only limited access.

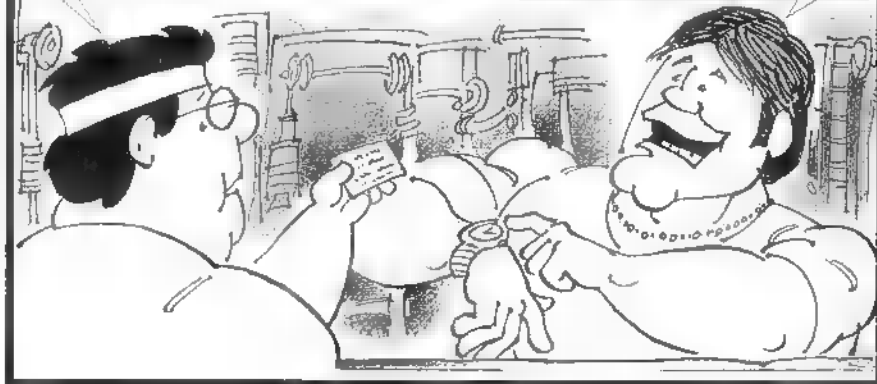
Sorry, you have a "limited access" membership! You can't enter during peak hours!

Before work from 7 AM to 12 PM, lunch hour from noon until 4 PM, and after work from 5 PM until closing!

But that means I'm only allowed inside an hour a day!

Yes, but remember, during that hour you have access to all our facilities...uh, except the weight machines, free weights, stationary bikes, treadmills, stairmasters, swimming pool, sauna and basketball courts! But boy, do we have one fine pull-up bar! Enjoy!

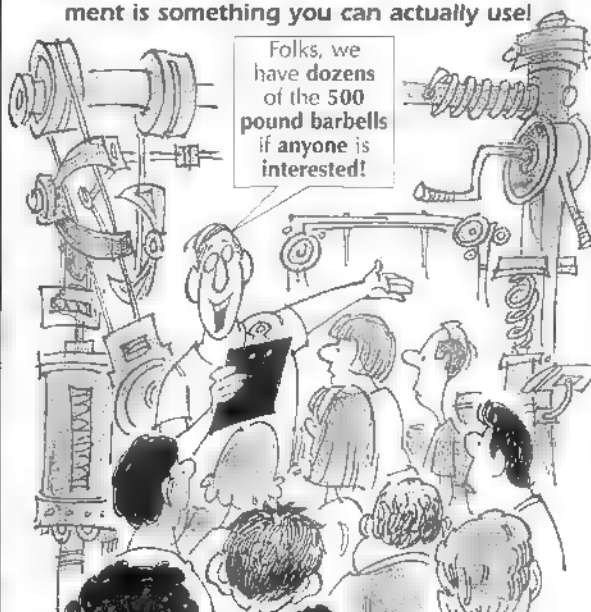
When are they?



AVAILABILITY OF EQUIPMENT

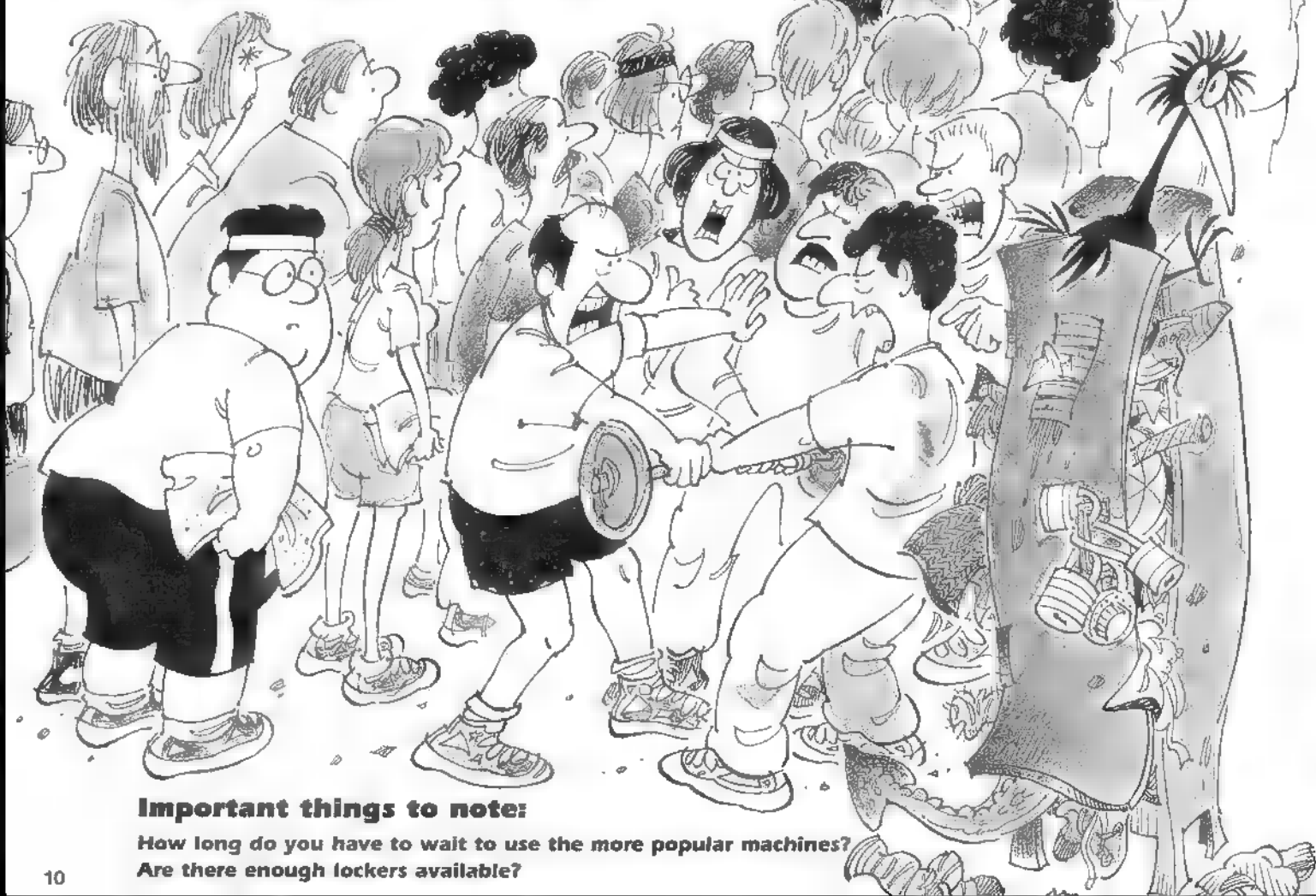
When a fitness center claims it has "multiple sets of top-flight equipment," make sure that equipment is something you can actually use!

Folks, we have dozens of the 500 pound barbells if anyone is interested!



TOURING THE CLUB

It's a good idea to tour and inspect the facilities of any health club before joining, preferably during lunch hour or right after work to see how crowded it gets.



Important things to note:

How long do you have to wait to use the more popular machines?

Are there enough lockers available?

THE EQUIPMENT

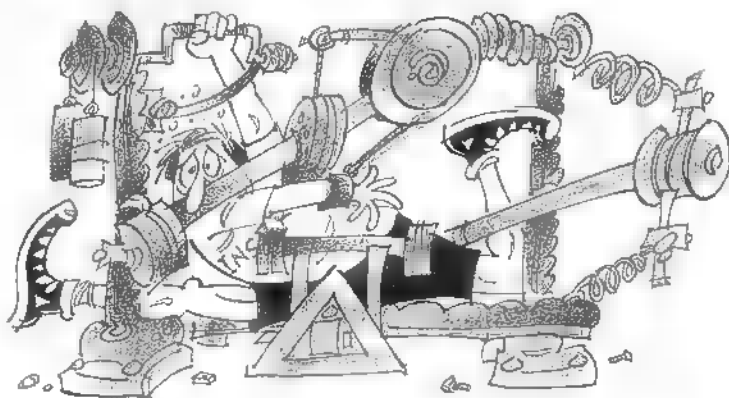
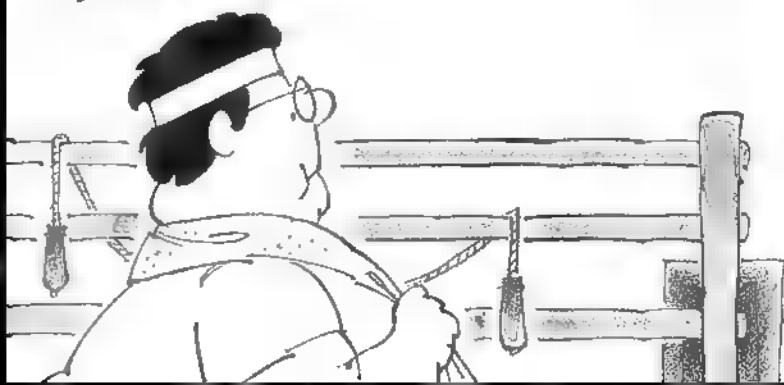
A good club provides a wide variety of equipment so that you can work each muscle group individually. Beware of clubs promoting machines that claim to "do it all."

Yep, this baby works your biceps, triceps, quads, glutes, pecs, abs and upper knee caps! I don't think you'll need any lessons on how to use it, but if you have any questions ask the instructor! He's the one caught in the machine!



CLASSES

A quality club should offer a varied selection of free classes in such activities as Aerobics, Yoga and Step. Think twice before joining a club that offers only esoteric classes!



CLUB MERCHANDISING

To increase profits, many clubs sell clothing and other merchandise with their logo on it. While this is an acceptable practice as a side business, beware of clubs that carry it too far.

Hey, what happened to the running machines?

We had to get rid of them to make room for our new T-shirt racks! We figured you can run in the street!

I guess I'll go swimming instead!

Better do it now! We're draining the pool later to make room for our new sleep-wear department!



UNDERWATER JOGGING
MONDAY/FRIDAY 8 PM
WEIGHT WEAVING
TUESDAY/FRIDAY 7 PM
STEAM ROOM TENNIS
SATURDAY 2 PM



HEALTH CLUBS & *Fitness Centers*

PERSONAL TRAINERS

Be sure to choose an experienced and fully qualified Personal Trainer, one who works out regularly and appears physically fit. On the other hand, beware of Personal Trainers who are **too** physically fit. They are likely to pay more attention to themselves than to you!



Important Question:

Is the Personal Trainer skilled at exercising **ALL** of their client's muscle groups?



GYM ETIQUETTE

It is acceptable to strike up ■ conversation with other club members and to make plans to meet later for coffee or dinner. However, one should not join ■ health club strictly with the intention of making out. Pushing for commitment at ■ health club ■ **not** ■ good thing!



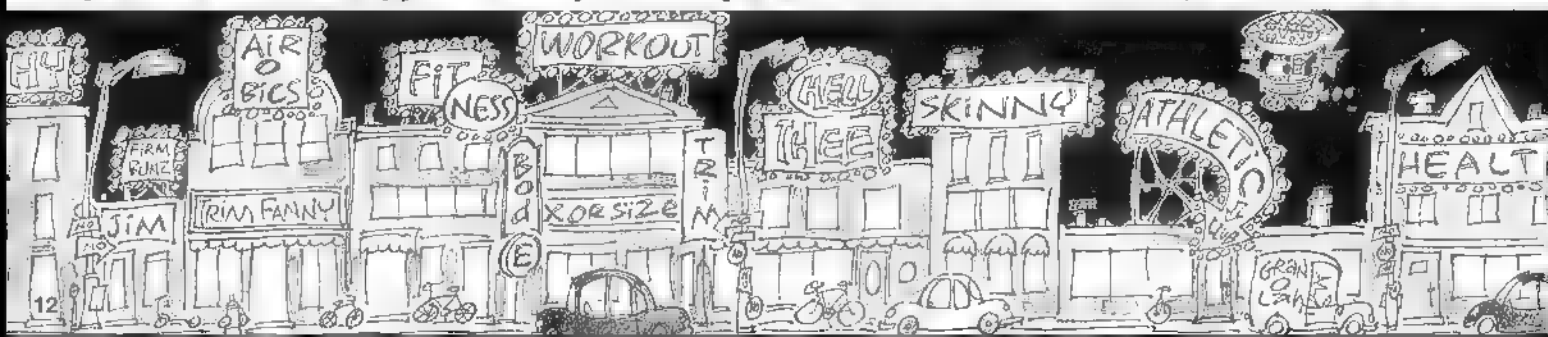
APPAREL

Gym clothes should be laundered after each use. If you notice ■ foul odor when opening your locker, consider washing your workout clothes. If your workout clothes have eaten through your metal locker door, you will have to replace both them and the locker!



DON'T RUSH YOUR DECISION!

With hundreds of health clubs in every city, your entire exercise program can consist solely of "checking them out"! Ask for a free trial workout at each one and you won't have to actually join a club for years! Then, just use a different name and start the process over!



HIGH LIFE'S A BITCH DEPT.

A lot of music fans couldn't dream of a better fate than becoming a rock n' roll superstar! Wouldn't it be fantastic to be as talented as Hootie, as rich as Paul McCartney, as newsworthy as Michael Jackson, um, to be like Hootie or Paul McCartney? To quote the great Freddie Mercury, "No, no, no, no, no, no, NO!" Believe ■ or not, hitting #1 can just be a bunch of number two, as you'll learn in...

★ THE HIDDEN DRAWBACKS OF ROCK SUPERSTARDOM ★

Before your world
four, you have to learn how to say,
"I want that sequined cape pressed NOW, you
worthless piece of crap!" ■ eight different languages.



You have absolutely no control
over the type of person who wears
your face on their T-shirt.

It's just not humanly possible to give full and equal attention to all five of the groupies in your vibrating water bed.



What's the use in killing yourself making \$250 million, when it's really just \$170 million fake home?



When the drinks are watery, the food is lousy and the in-flight movie sucks, you can't complain about it because you own the plane.



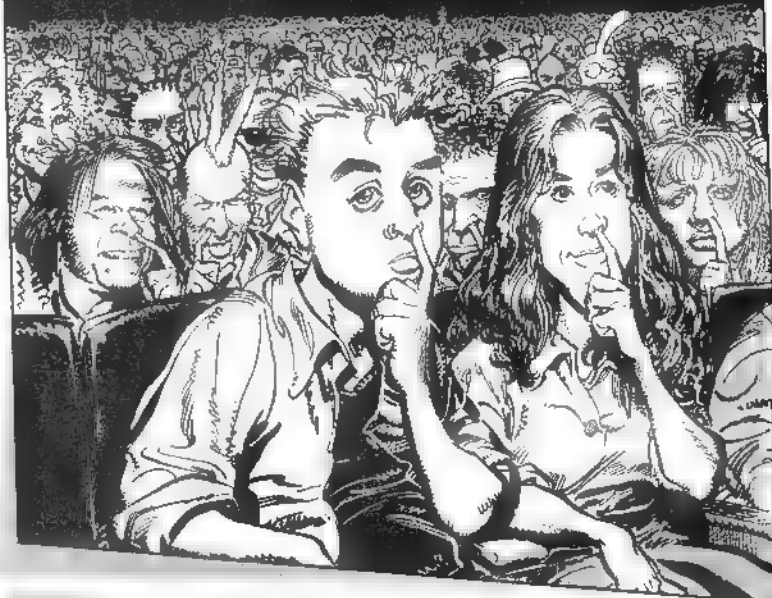
You'll never truly know whether or not the 18-year-old doing the wild thing with you behind the concert arena escalator genuinely loves you for yourself.



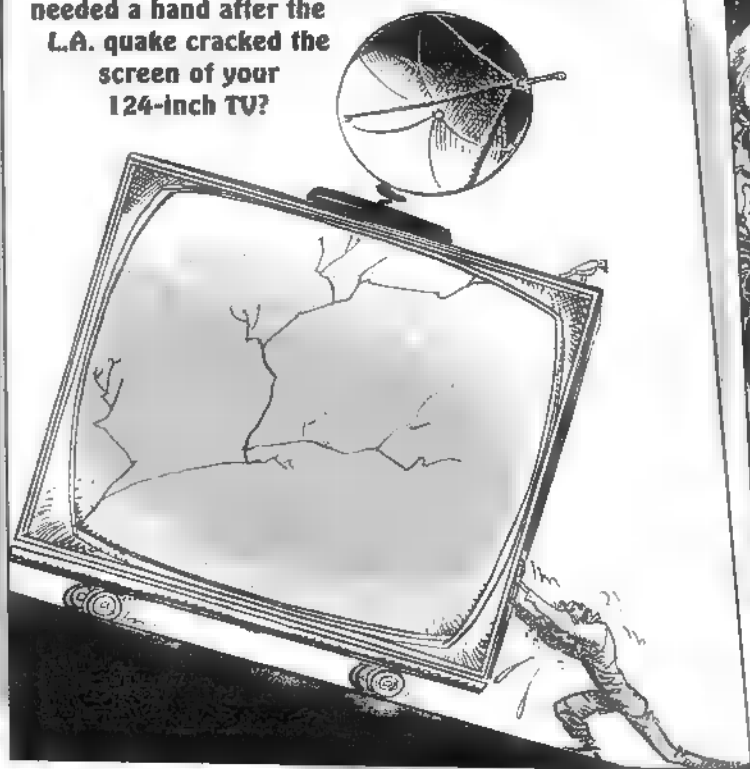
Those crazy, unfounded drug rumors start whenever one of the guys in your band drops dead onstage at age 27.



When you get front row seats at the MTV Awards, you can only pick your nose during commercials.

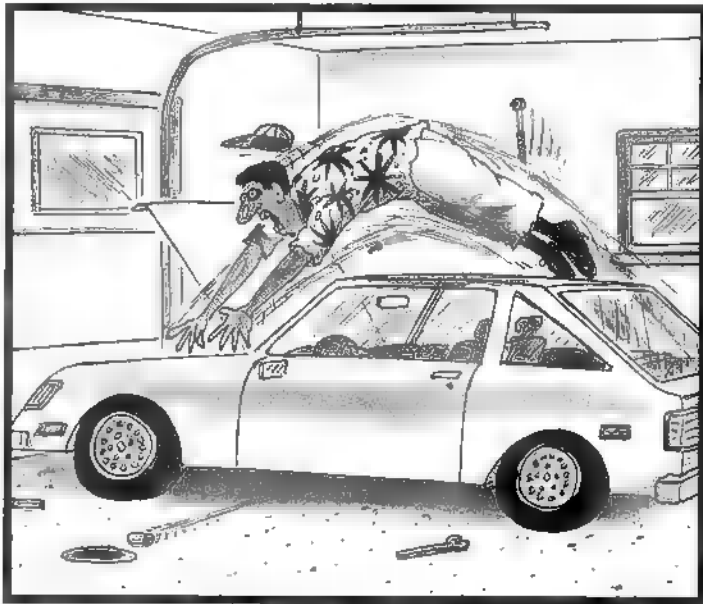


Every time starvation or tornadoes hit, you're expected to drop everything and help out with the charity single - but did anybody ask you if you needed a hand after the L.A. quake cracked the screen of your 124-inch TV?

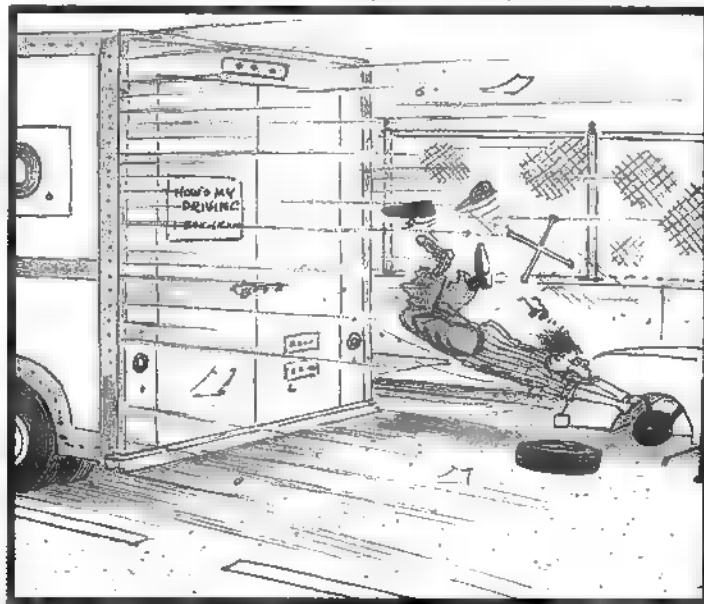


The complimentary courtside seats to all those NBA games increase your chances that one of the sweaty players might brush up against you while diving for a loose ball.

THEM'S THE BRAKES DEPT.



The more you paid for a socket wrench, the faster it will roll towards the garage floor drain when dropped.

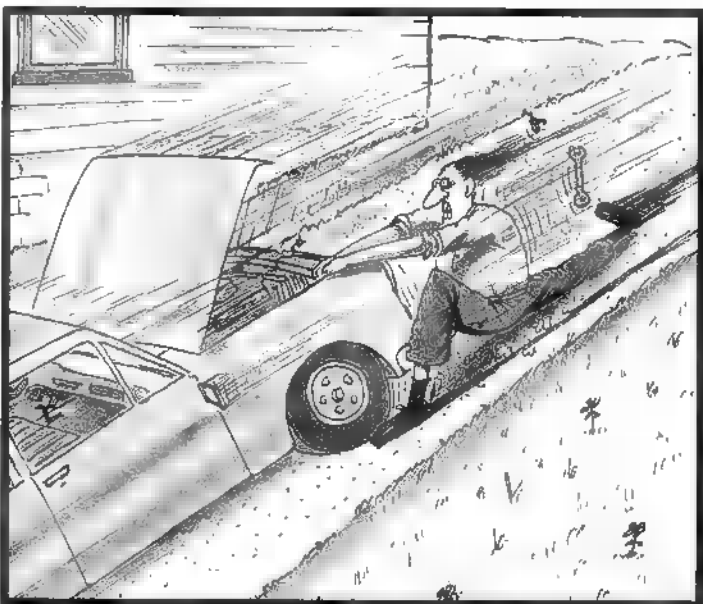


A fire that goes flat on a high-speed expressway will always be located on the driver's side of the car.

AS A PUBLIC SERVICE, MAD IS OFFERING SOME TIPS FOR ALL YOU AUTO ENTHUSIASTS WHO LIKE TO PUT ON YOUR COVERALLS, GET UNDER THE HOOD

THE CAST IRON LA

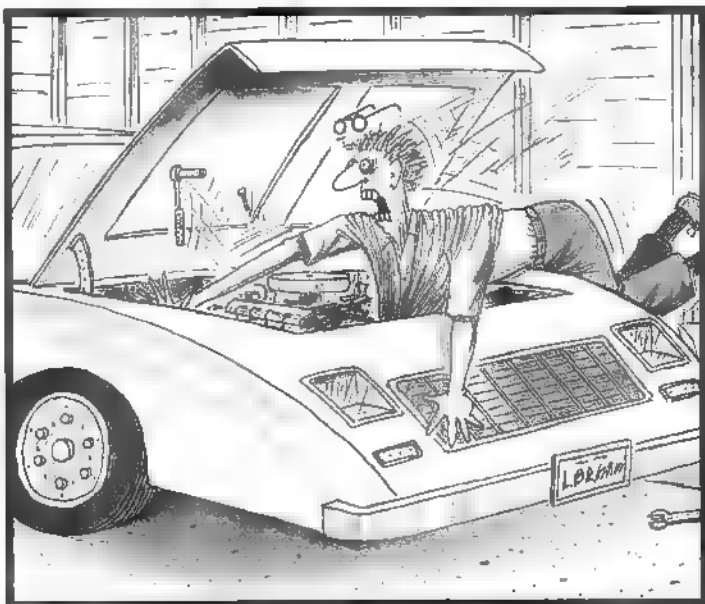
ARTIST AND WRITER: TOM CHENEY



Virtually any part you remove from a car parked on a sloped driveway will be directly connected to the emergency brake system.



An airbag that fails to inflate during a collision will always inflate when you attempt to carry it back to the auto parts store in your pocket.



A part that can only be adjusted while the engine is running will always be located one inch or less from a spinning fan belt.



A horn that never works will refuse to shut itself off if you attempt to repair it after 2:00 a.m.

AND GIVE IT THE OL' LUBE JOB...AND PEOPLE WHO LIKE TO FIX CARS, TOO! SO, IF YOU WANT TO ADD NEW SPARK TO THOSE PLUGS, MAKE SURE YOU KNOW...

WS OF CAR REPAIR

When you traveled to England last month you decided to pull out all the stops and go first class — so you had beef for dinner every night...Aren't you the genius!



The least expensive and most frequently replaced part on your car can never be reached without first removing the entire engine.



A grease gun will never accidentally discharge, unless it's pointed at an open car window.

PLAQUES TO THE FUTURE DEPT.

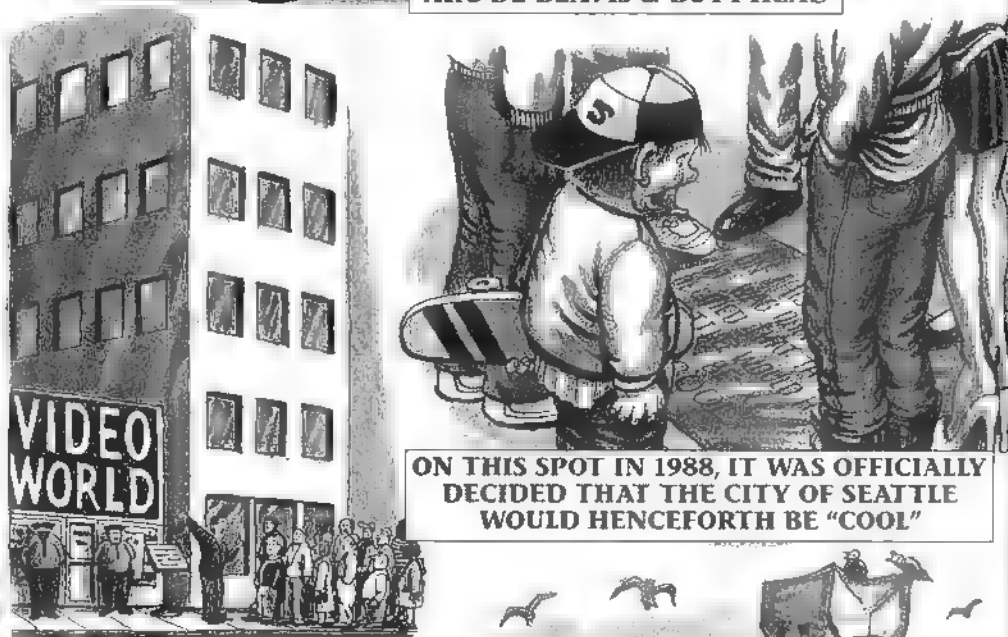
Every generation has left its mark on the landscape, whether it be statues of great leaders, monuments to important achievements or plaques on the sites of heroic battles! But let's face it, by the start of the Baby-Boom Generation, all the good statue ideas had already been taken! Somehow ■ "Woodstock" plaque on a big rock in a field just doesn't measure up to the Lincoln Memorial or Mt. Rushmore! But, hell, the Boomers had it easy compared to the generation that came after them! Today's young adults, the "Slackers," the "X-ers," have to try and glorify this pitiful era with these...

STATUES,
MONUMENTS &
HISTORICAL
MARKERS TO
COMMEMORATE

Generation X

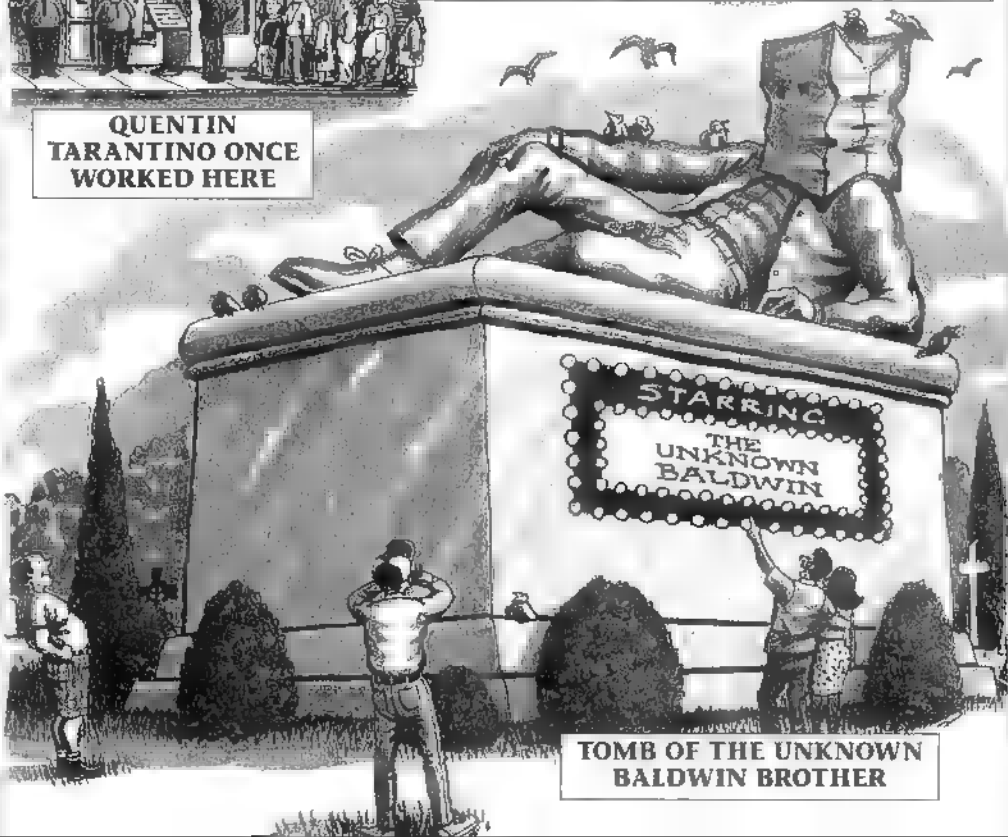


ARC DE BEAVIS & BUTT-HEAD



ON THIS SPOT IN 1988, IT WAS OFFICIALLY DECIDED THAT THE CITY OF SEATTLE WOULD HENCEFORTH BE "COOL"

QUENTIN TARANTINO ONCE WORKED HERE



TOMB OF THE UNKNOWN BALDWIN BROTHER

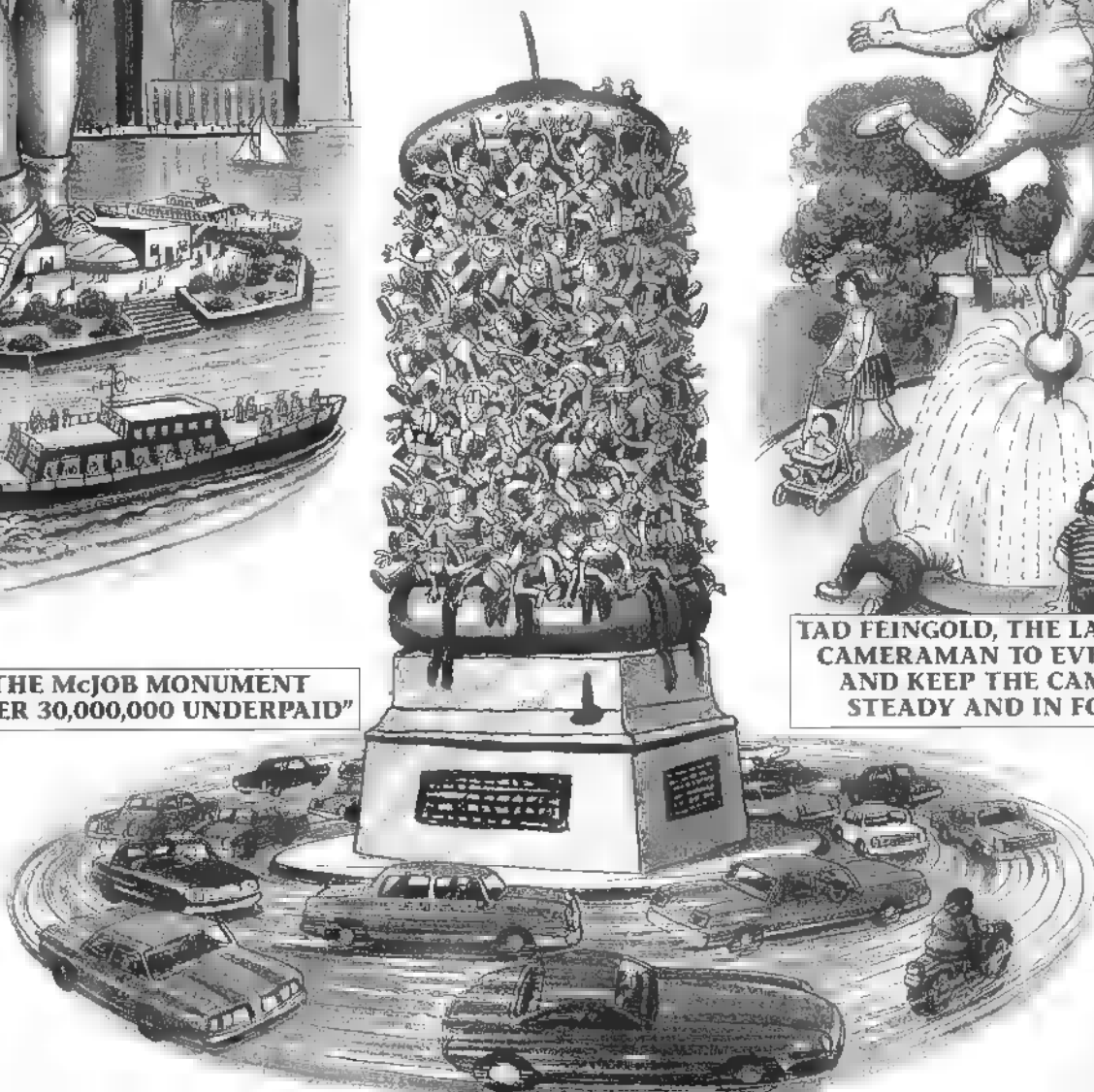


JANEANE GAROFALO
"PATRON SAINT OF
SLACKER LOW
SELF-ESTEEM"

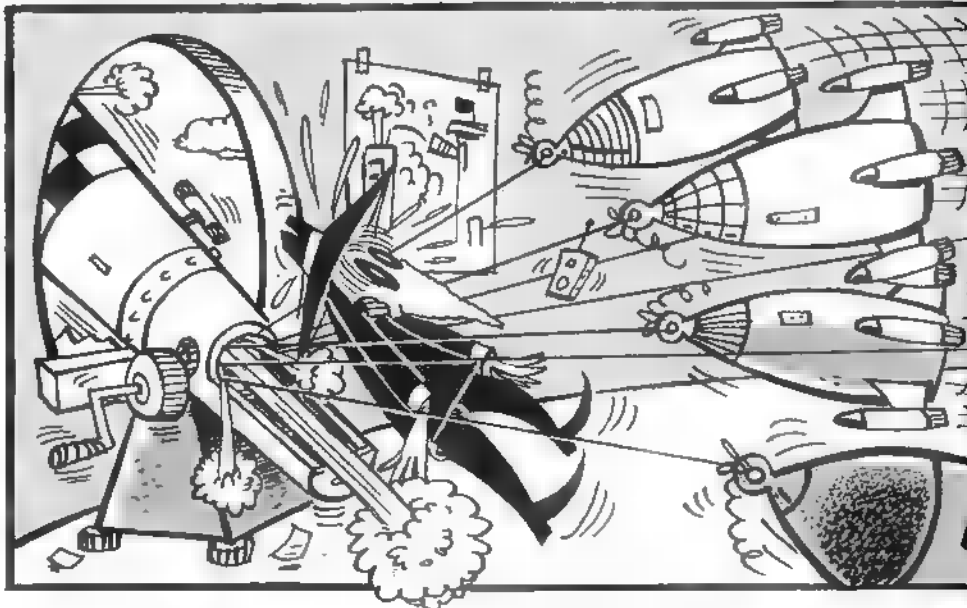


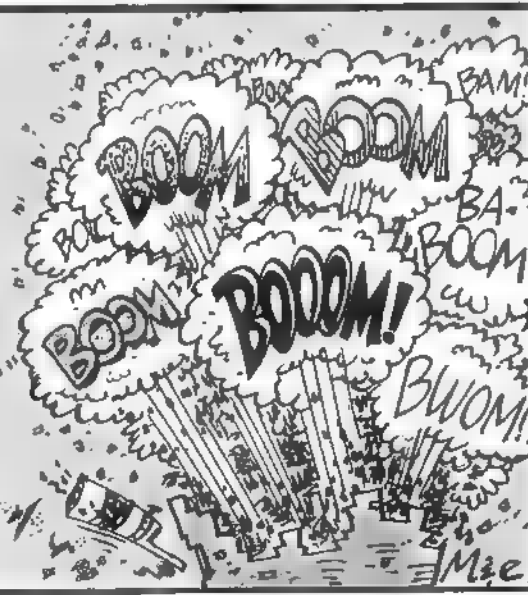
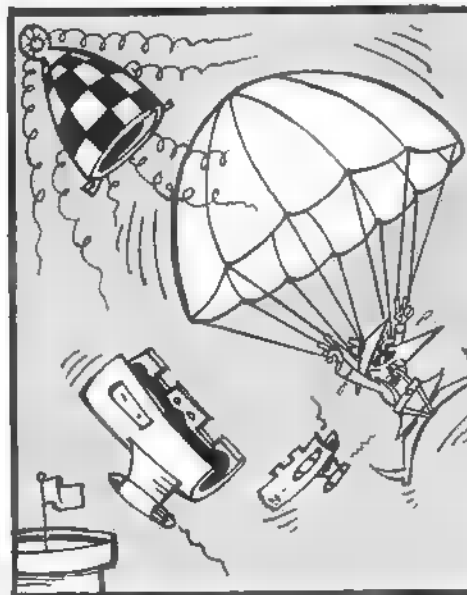
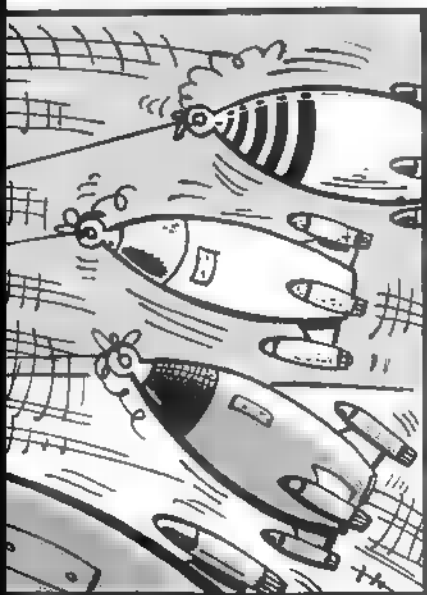
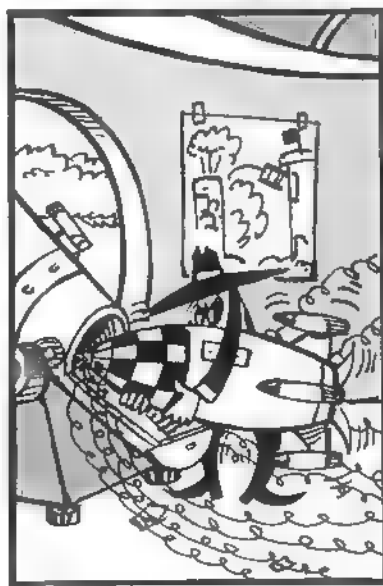
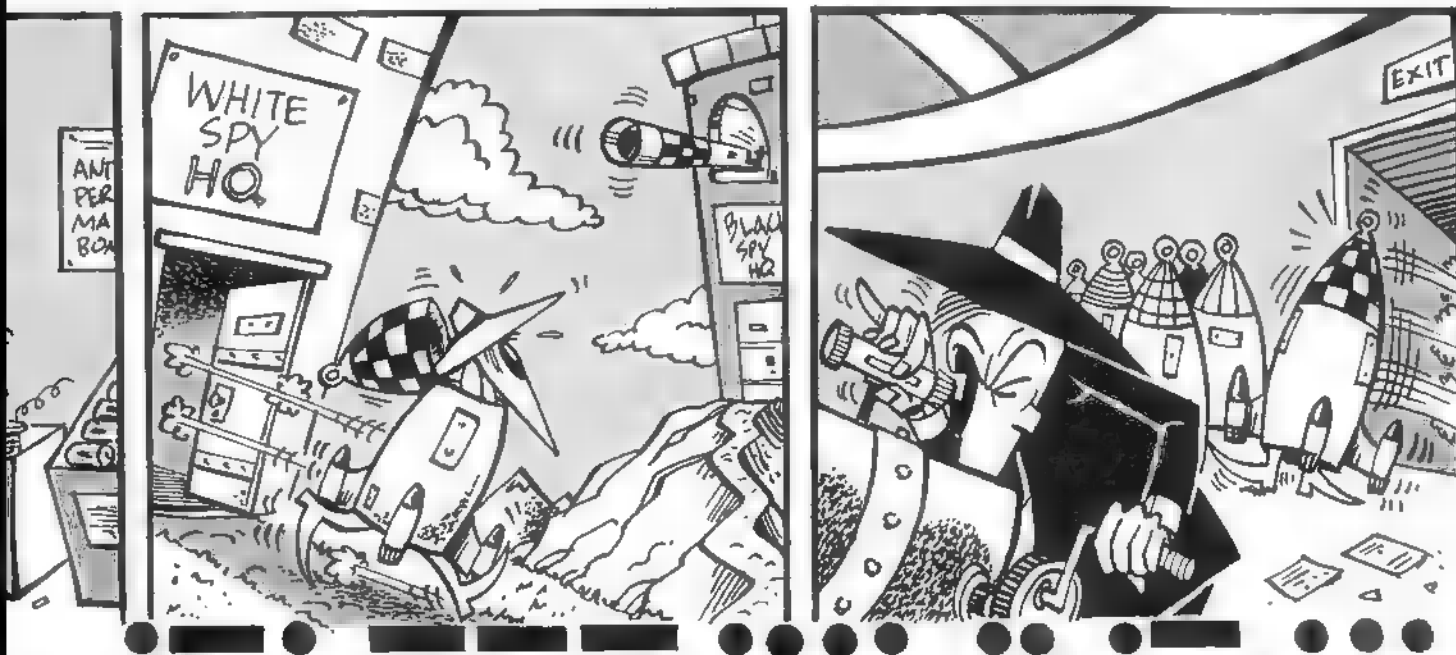
THE "FRIENDS" MEMORIAL
"FRATERNITY...POVERTY...WISE-CRACKERY"

THE McJOB MONUMENT
"OVER 30,000,000 UNDERPAID"



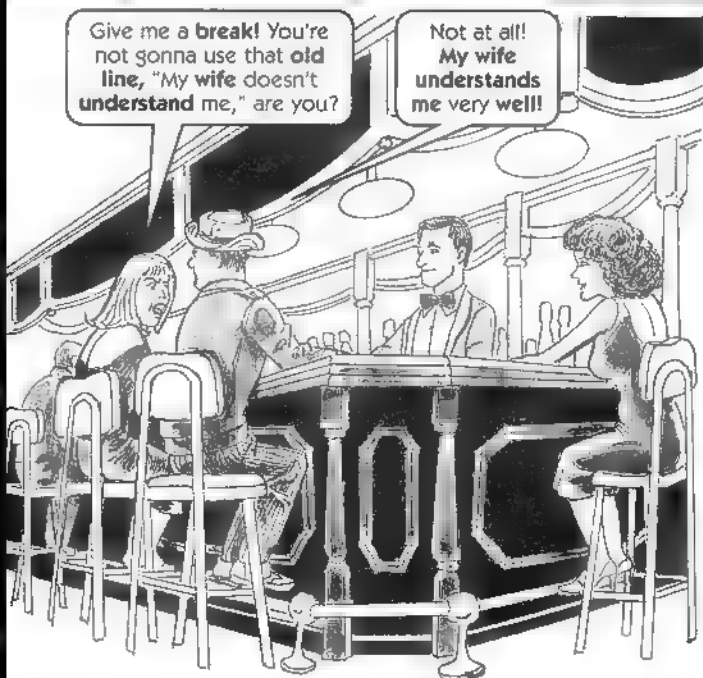
TAD FEINGOLD, THE LAST MTV
CAMERAMAN TO EVEN TRY
AND KEEP THE CAMERA
STEADY AND IN FOCUS





At the beginning of last football season you bought a Cleveland Browns hat, shirt, pennant, bumper sticker and windbreaker to show you're the most loyal Browns fan in Cleveland....Aren't you the genius!

THE SINGLES SCENE



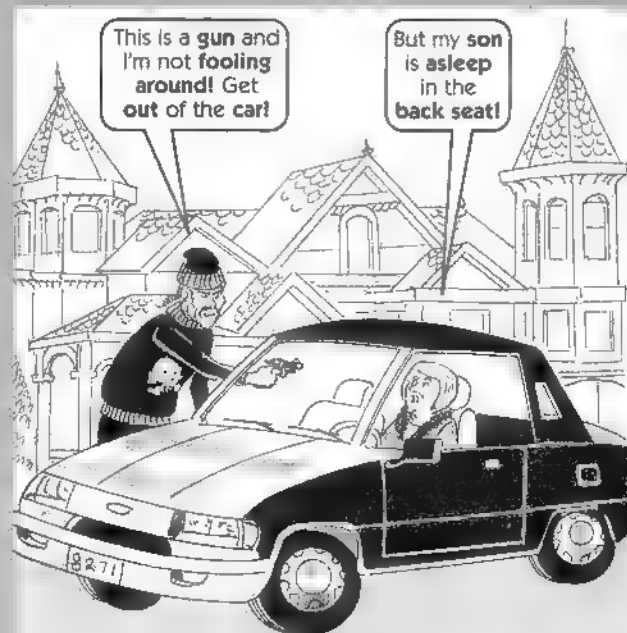
BERG'S-EYE VIEW DEPT.

THE LIGHTS

COURTROOMS



CAR JACKING



RULES



R SIDE OF...

ARTIST AND WRITER: DAVE BERG



WILLS



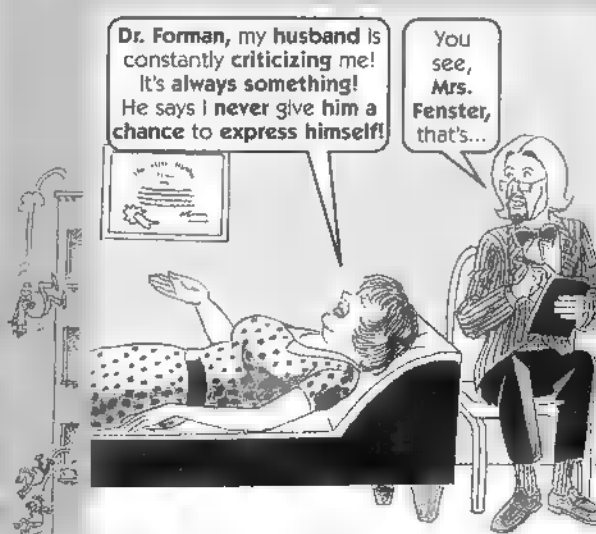
PHILOSOPHY



FINANCES



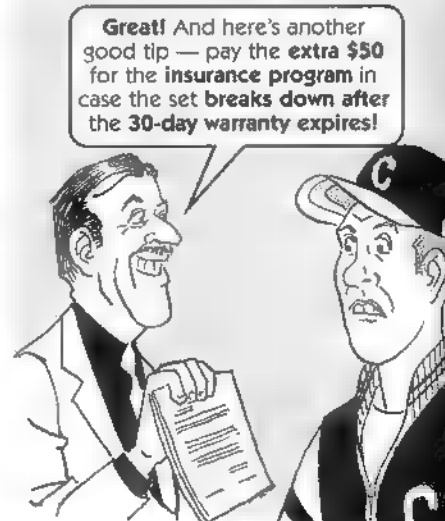
THERAPY



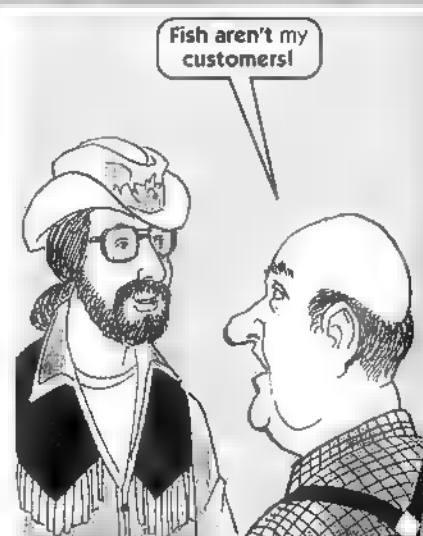
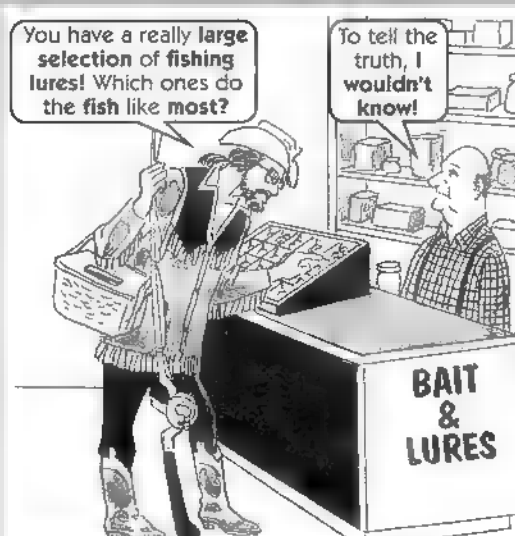
PREPAREDNESS



SALESMANSHIP



EXPERTISE



In the '80s you read about one airline crash too many and decided from then on you'd travel only by Amtrak...Aren't you the genius!

ACTIVITY



THE OFFICE



SHOPPING



When Michael Jordan retired you gave up your Bulls season tickets because you just knew you'd never get to see him play basketball again...Aren't you the genius!

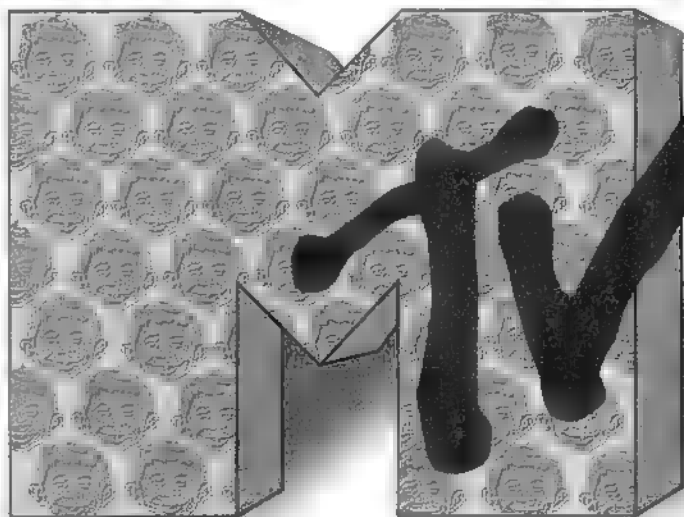
DOCTORS



DO YOU WANT PRIZE WITH THAT? DEPT.

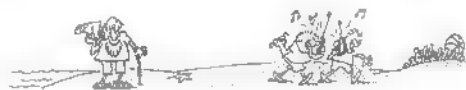
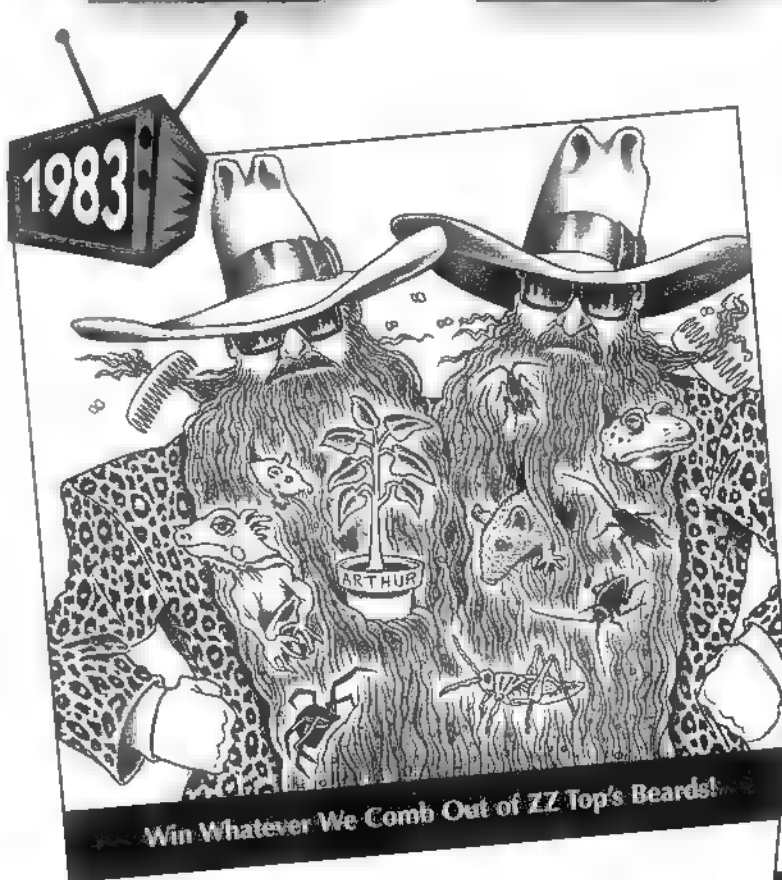
When you think of MTV, what immediately comes to mind? Great videos? Umm...not lately! Clever game shows? Never! Cheesy contests? Bingo! Who in their cotton-pickin' mind thinks up their lame promotions? Win Bon Jovi's dilapidated old house! Win Michael Jackson's guitar! (Yecch! Who wants to touch anything of his?) And those are two of their better ideas! If you want to know the really bad ones, then put down that remote control and read...

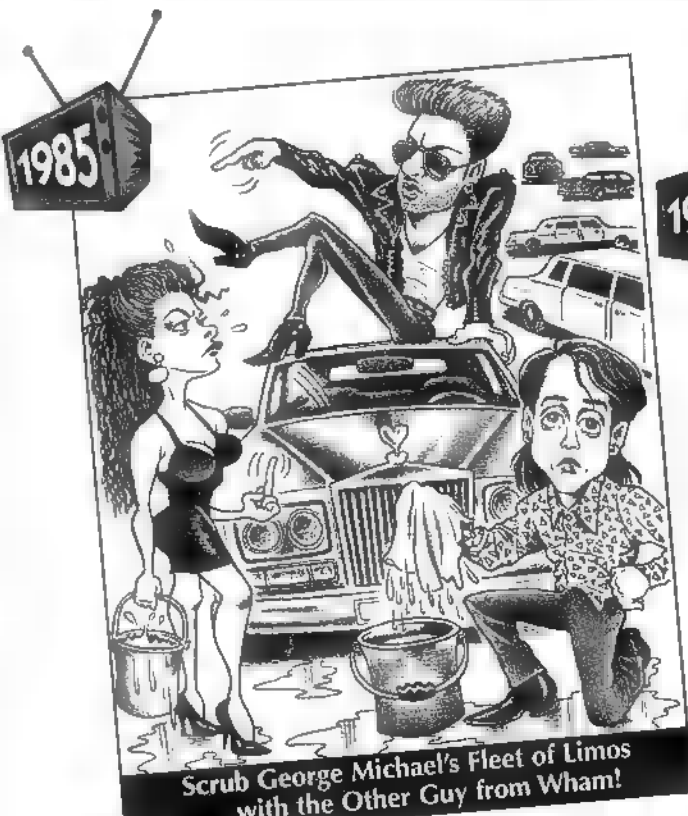
THE WORST



CONTESTS OF ALL TIME

ARTIST: RICK TULKA WRITER: DESMOND DEVLIN





Scrub George Michael's Fleet of Limos with the Other Guy from Wham!



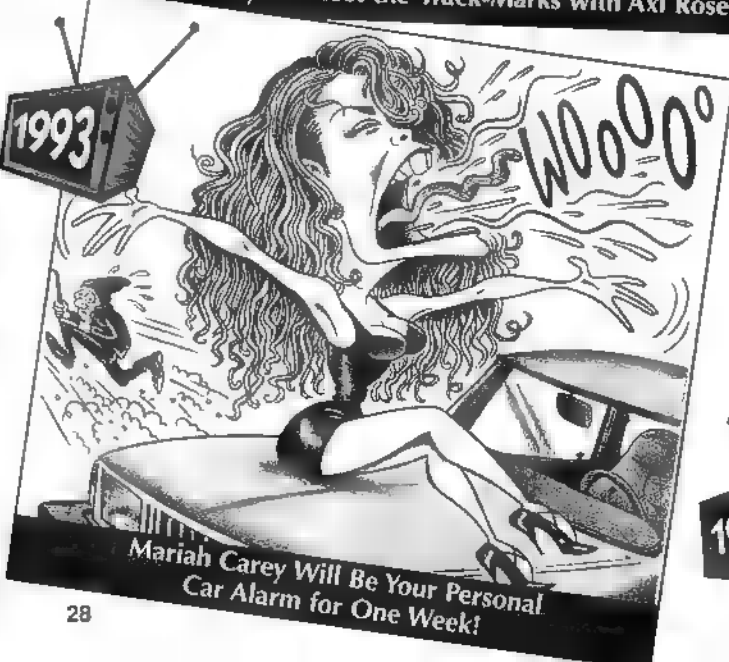
Go Shopping for Your Spring Wardrobe with Cyndi Lauper!



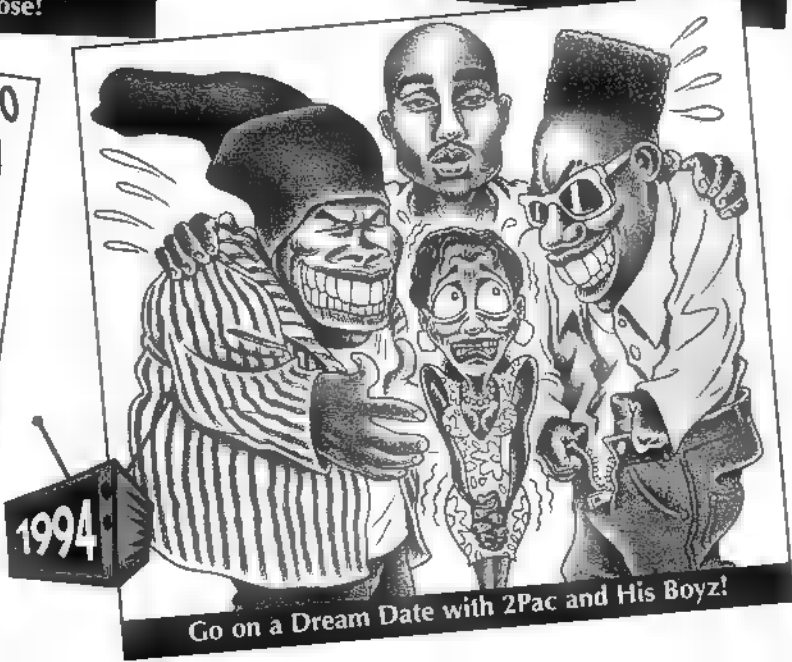
Play Connect-the-Track-Marks with Axl Rose!



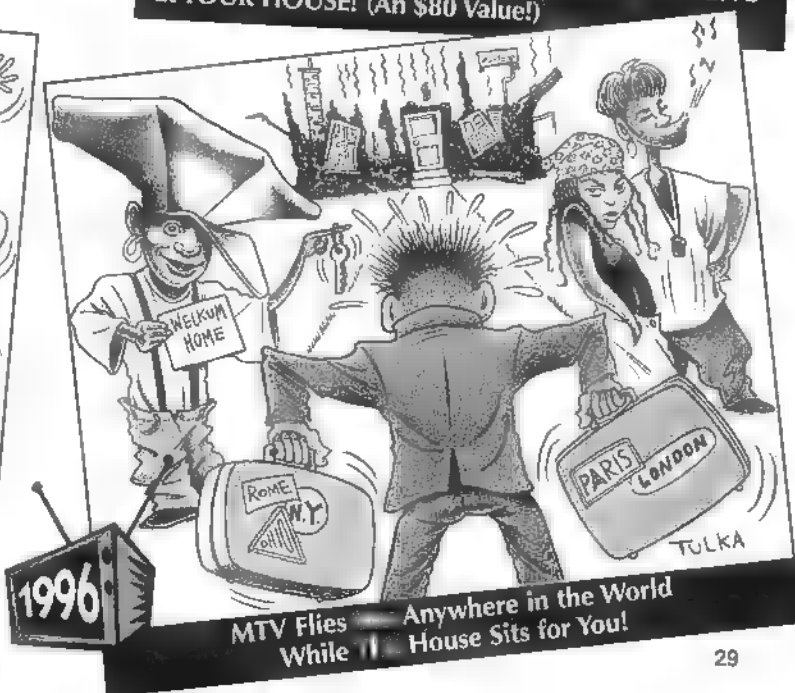
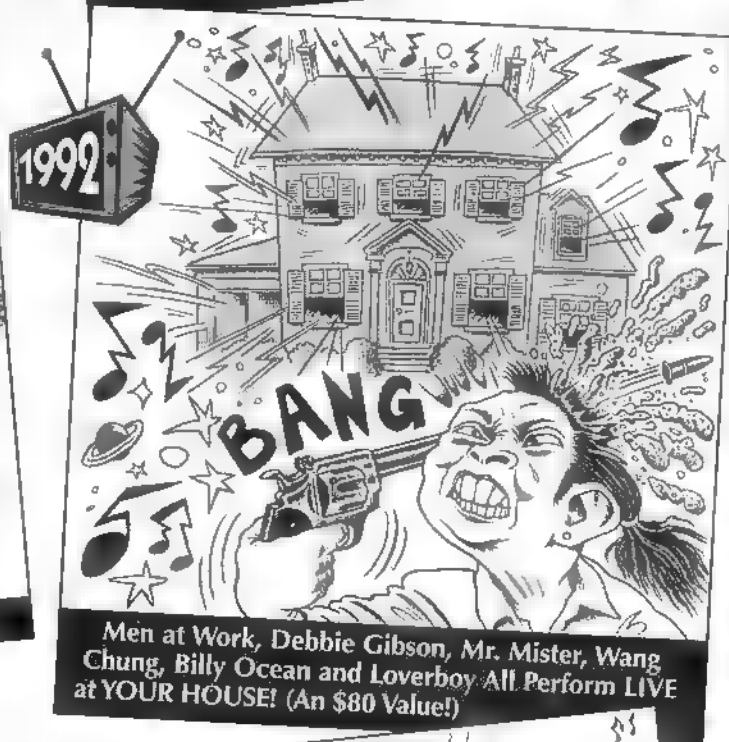
Get Six Months of Singing Lessons from Milli Vanilli!



Mariah Carey Will Be Your Personal Car Alarm for One Week!

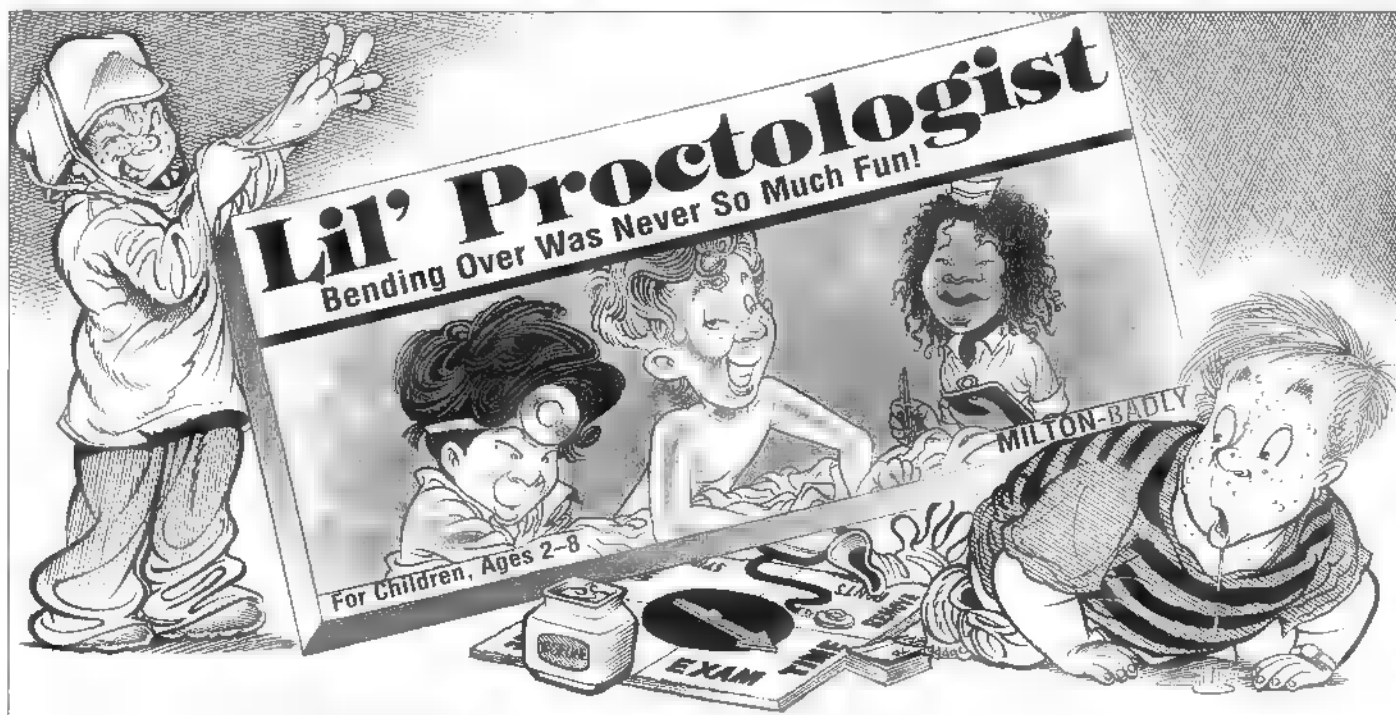


Go on a Dream Date with 2Pac and His Boyz!



TOYS AREN'T US DEPT.

EACH YEAR, TOY MANUFACTURERS COME UP WITH THOUSANDS OF IDEAS FOR NEW BOARD GAMES. A SELECT FEW ARE PRODUCED AND GO ON TO BECOME KIDS' FAVORITES (E.G. MONOPOLY). OTHERS ARE PRODUCED AND GO ON TO BE MASSIVE FAILURES (E.G. THE MAD MAGAZINE GAME)! BUT, FOR ONE REASON OR ANOTHER, MOST NEVER EVEN MAKE IT PAST THE DESIGN STAGE, LIKE THESE . . .



REASON FOR REJECTION:

Small children may choke on enclosed rubber gloves.



REASON FOR REJECTION:

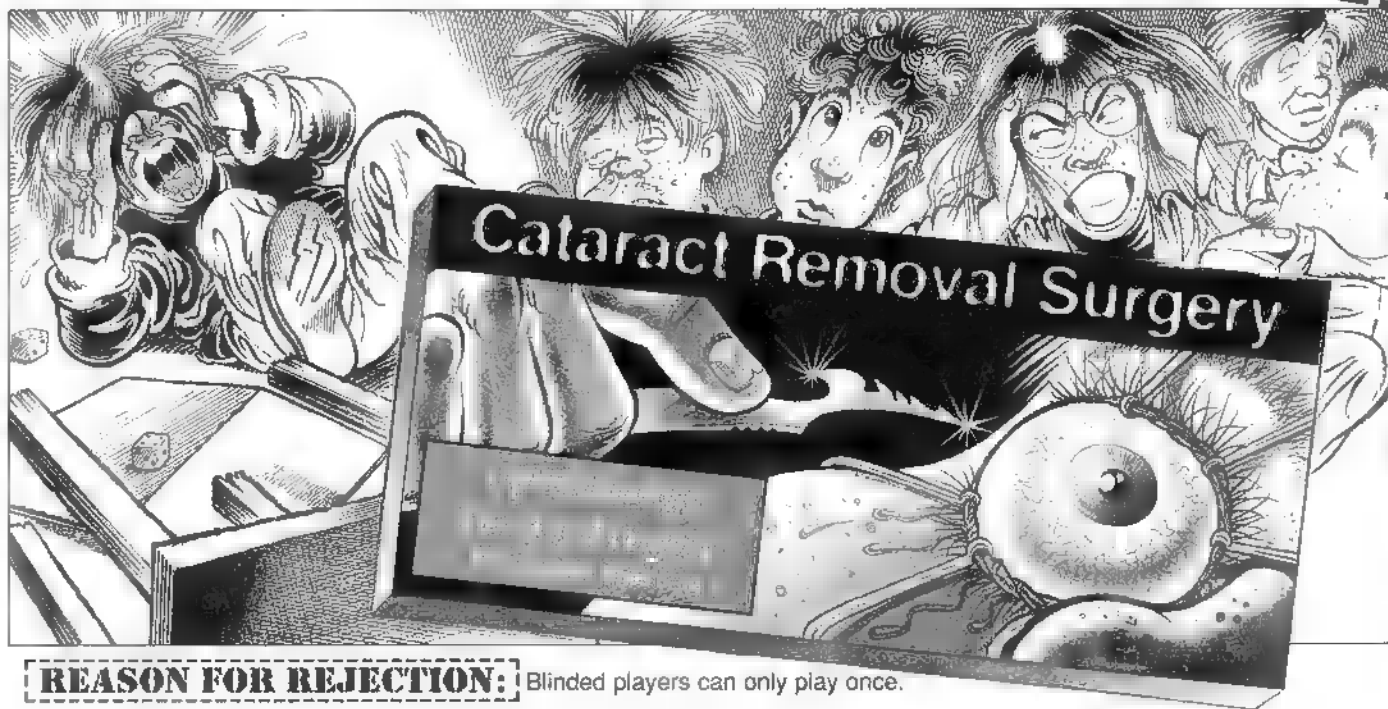
Consumers likely to be interested in a professional wrestling game probably unable to read the instructions.

BOARD GAME

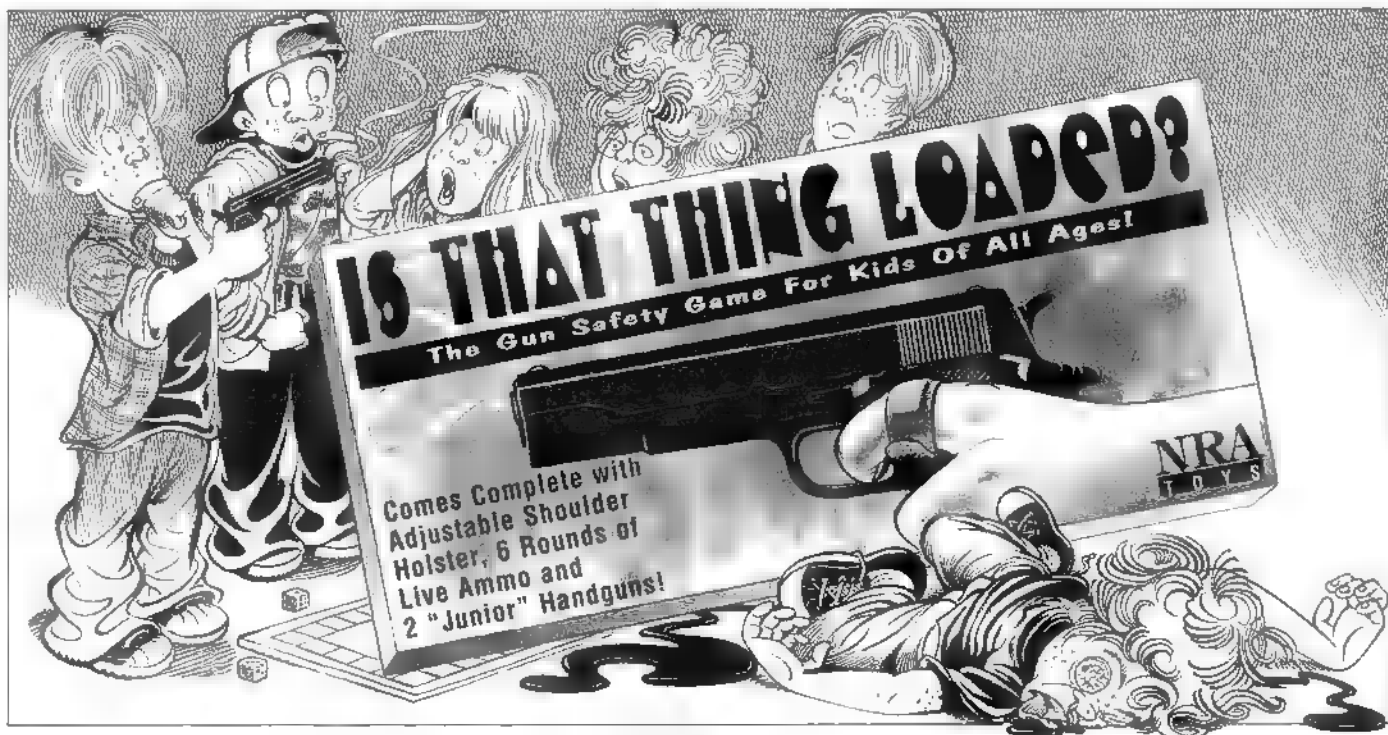
REJECTS

ARTIST: STEVE SMALLWOOD

WRITER: MICHAEL GOODWIN



REASON FOR REJECTION: Blinded players can only play once.



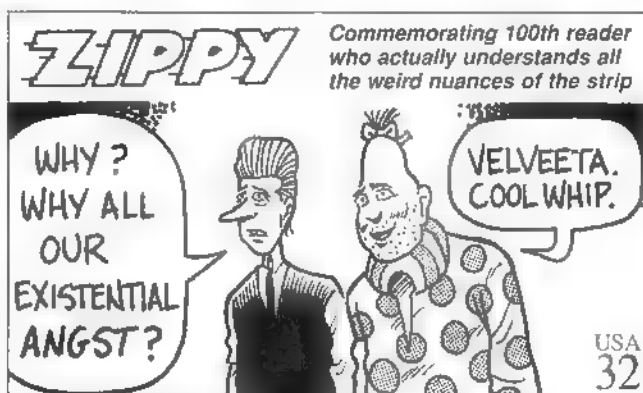
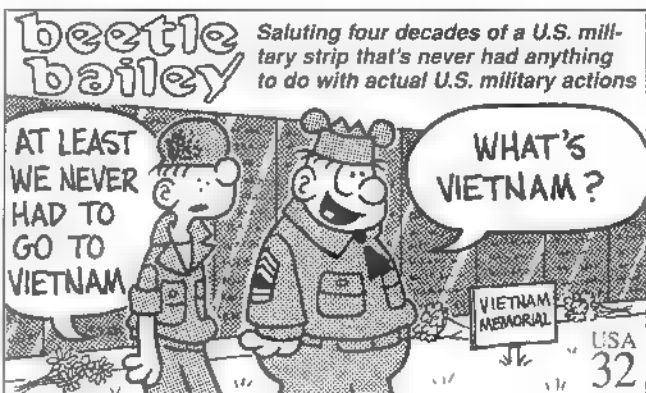
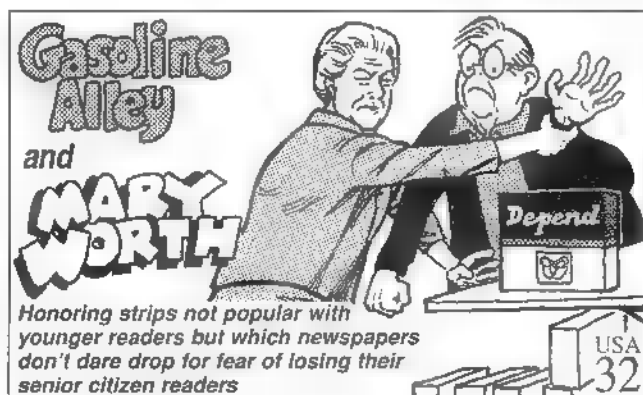
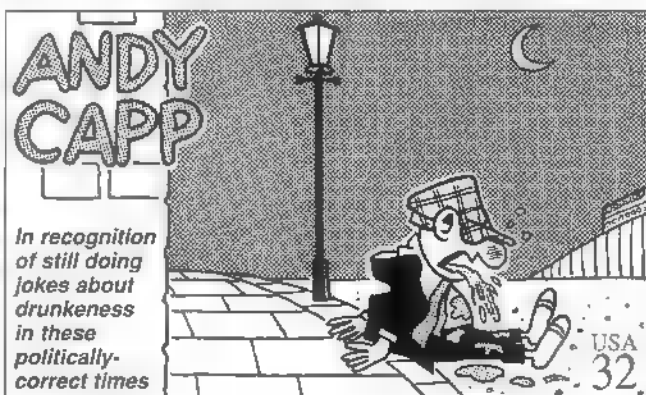
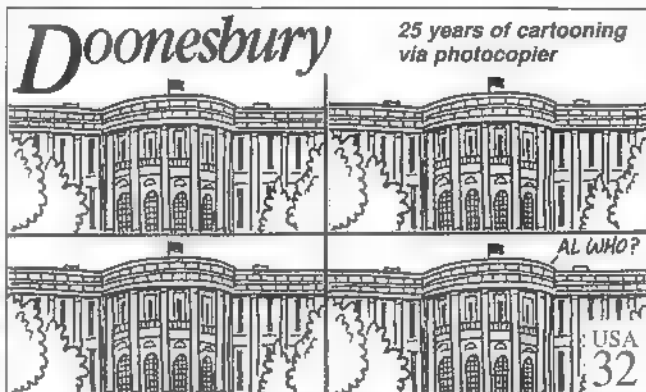
REASON FOR REJECTION: Company attorneys felt selling handguns to minors was "probably illegal."

When the PLO and Israel signed their milestone Peace Accord, you said to your wife, "Honey, it's finally safe to book that vacation to the Middle East" ...Aren't you the genius!

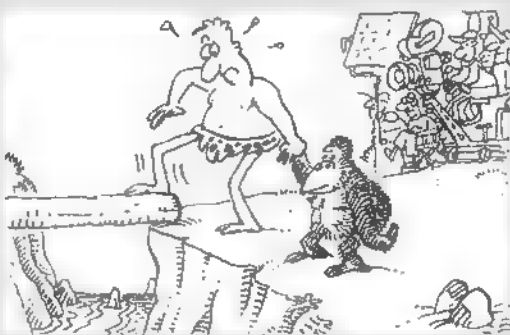
True, the postal service recently released postage stamps honoring the 100th anniversary of the comic strip, but the ones they're honoring are really ancient, like Krazy Kat and The Yellow Kid! This got us stuck on a first class idea: how about honoring comics of more current vintage for their achievements! Namely, by specially delivering these...



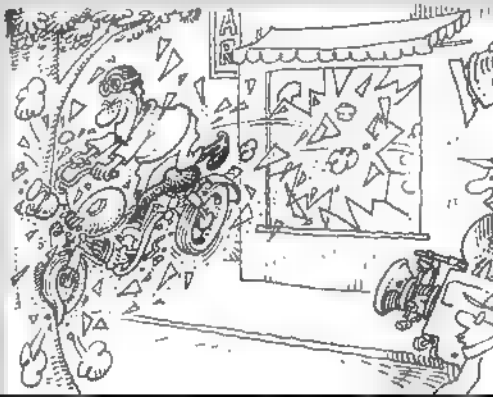
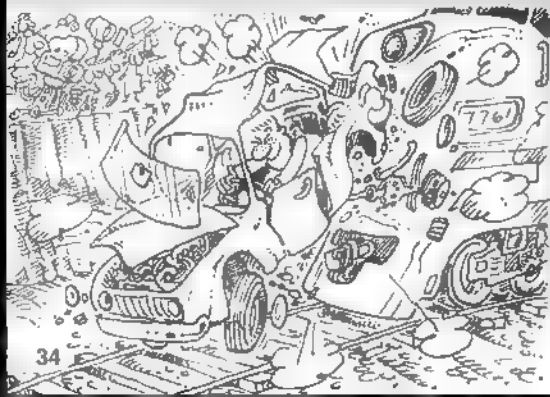
ARTIST AND WRITER: STEVE GREENBERG



A MAD LOOK AT

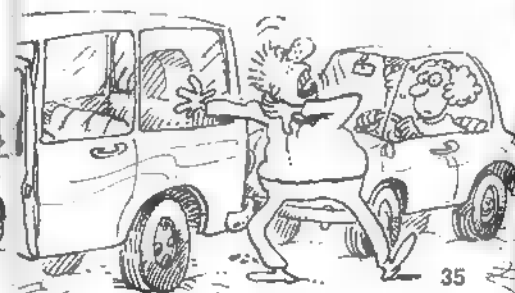
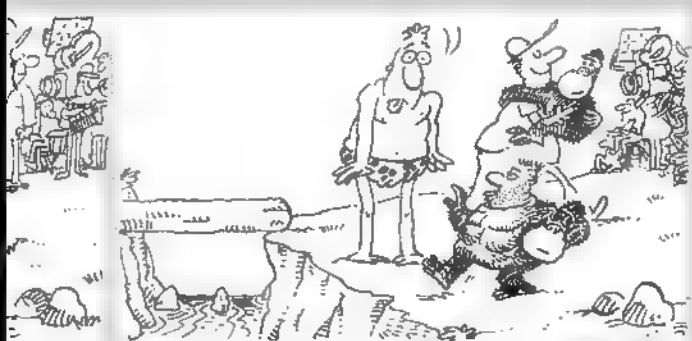
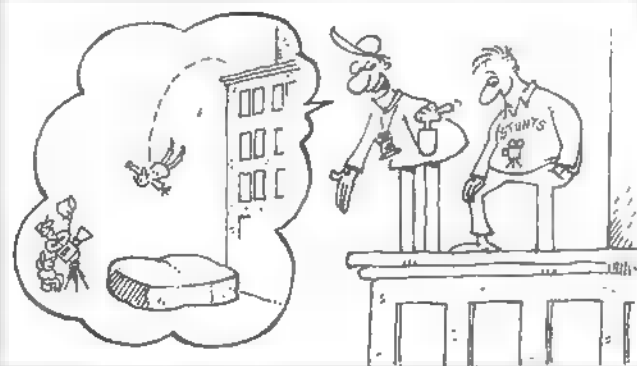
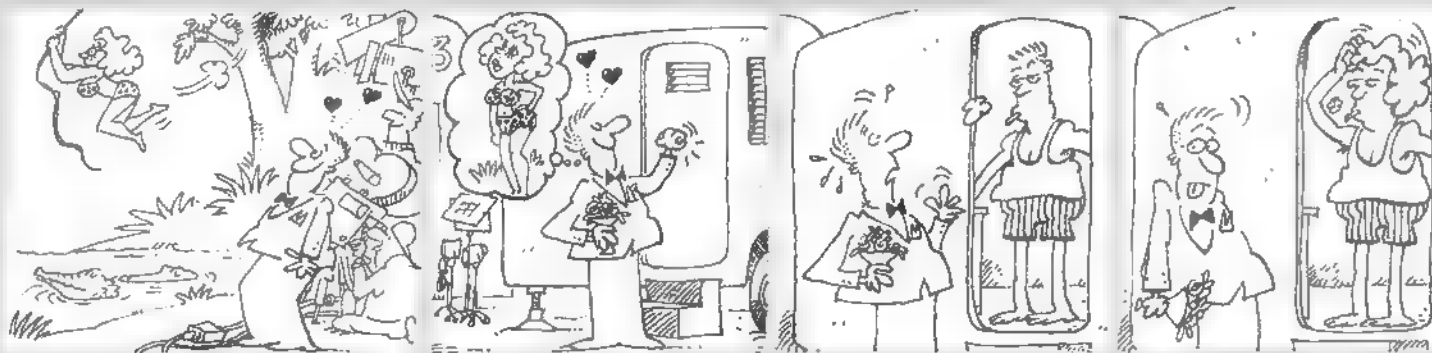


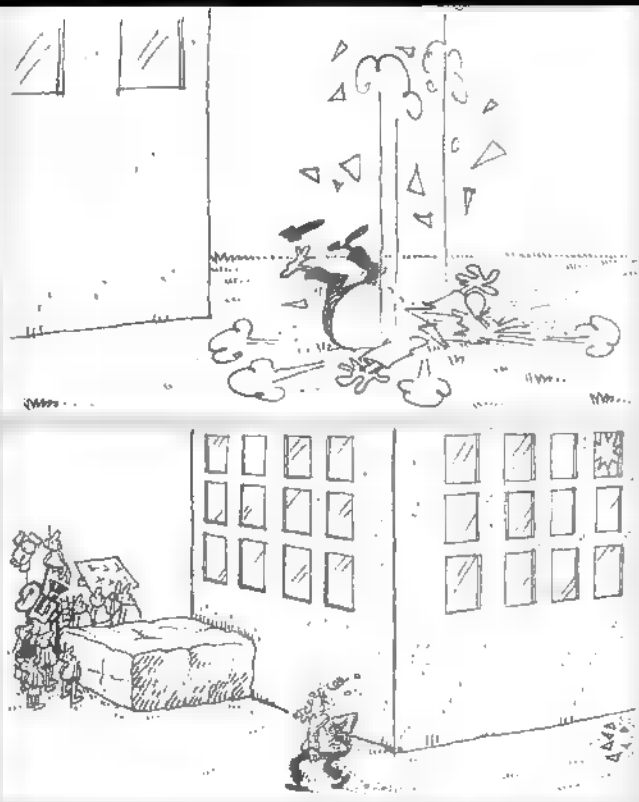
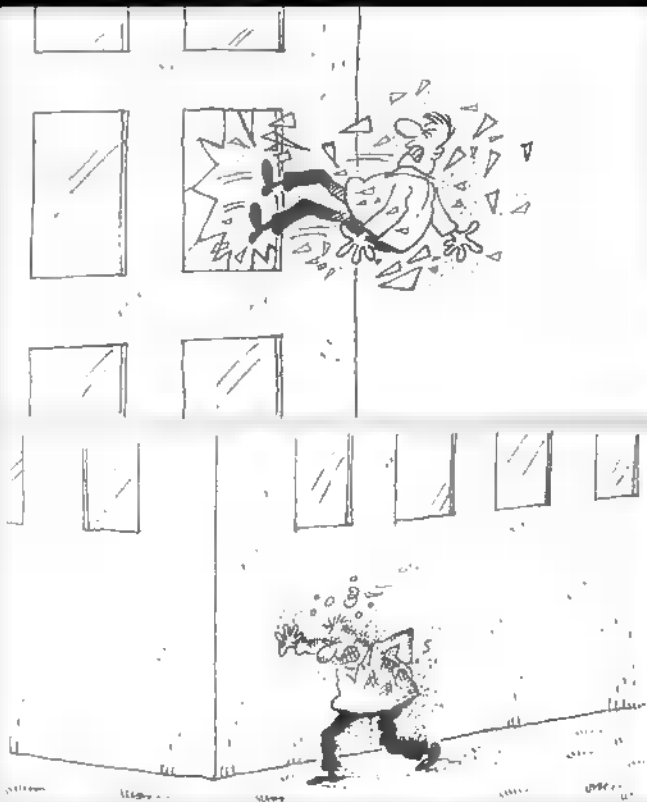
When he first appeared on MTV you had a hunch Pauly Shore would be the next important comedy talent of his generation...Aren't you the genius!



STUNTMEN

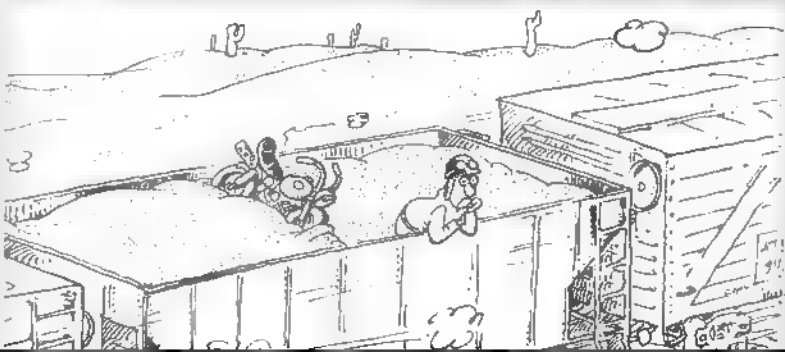
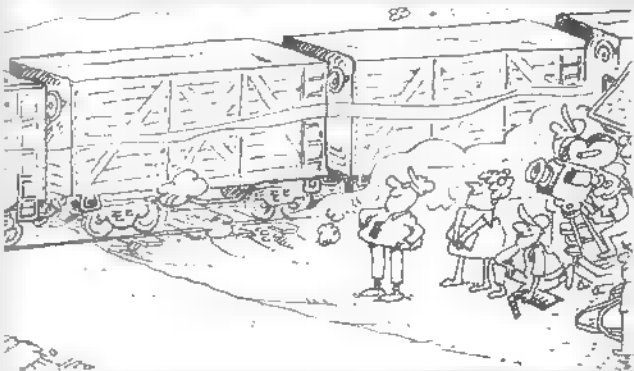
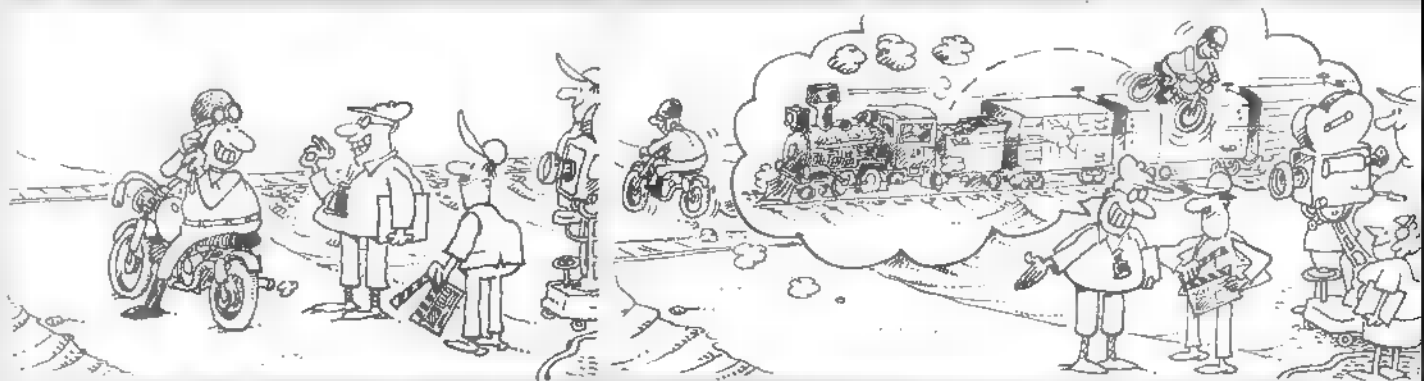
ARTIST AND WRITER: SERGIO ARAGONES





When Michael Keaton walked away from his *Batman* role you figured, "There goes that franchise — they can't make another *Batman* sequel without THE *Batman*"...Aren't you the genius!

Ep 43



Have you ever wondered why some poor shlub who tries to declare his 40-inch TV as a business expense ends up arguing with his cellmate over who gets to be the wife, while billion-dollar companies like U.S. Steel and Exxon get their tax refunds personally hand-delivered by the Secretary of the Treasury? Well, have you? Nah—knowing you, you're way too busy wondering what Darkwing Duck looks like naked! So we'll let you enjoy your own private mind-pluck, while you completely ignore...

YOU'RE A CROOK



YOU'RE A BUSINESSMAN

BOOKCROOKCROOKCROOKCROOKC

If you intimidate store owners into paying protection money with the threat that if they don't cough it up they just might lose everything
-You're A Crook



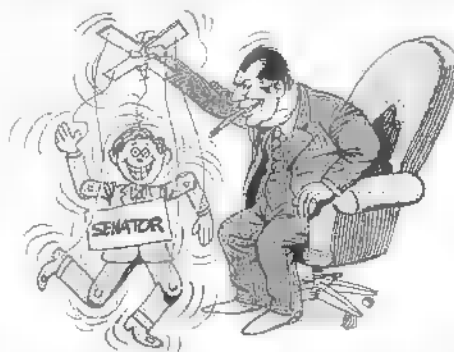
But if you happen to own a sports team, and treat an entire city the same way
-You're A Businessman

If you insist on an extra 25% charge for making sure that 'nothing gets broke or lost'
-You're A Crook



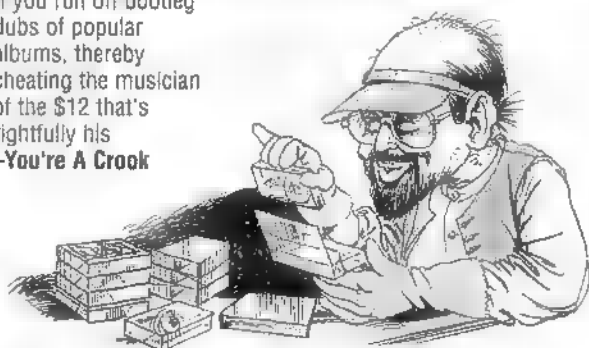
But if you impose the same fee for handing out the concert tickets that a machine just spit out
-You're A Businessman

If you hire thugs and goons to bust a union
-You're A Crook



But if you hire Congressmen to do it
-You're A Businessman

If you run off bootleg dubs of popular albums, thereby cheating the musician of the \$12 that's rightfully his
-You're A Crook

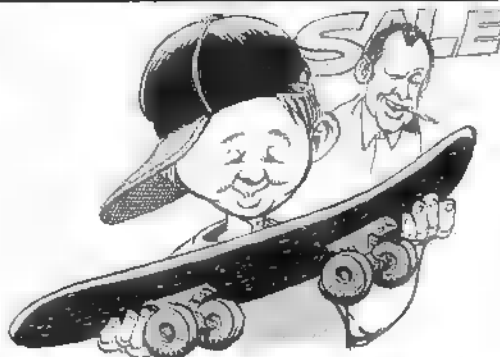


But if your attorneys dream up a contract that pays the same musician about \$12 for every million albums he sells
-You're A Businessman

BUSINESSMANBUSINESSMAN

ROOK CROOK CROOK CROOK

■ you break thumbs and crack kneecaps to make a buck
— You're A Crook



But if you sell a skateboard or rollerblades to every putz who comes into your store, so he can go out and do the job himself
— You're A Businessman

If you try to get someone to work for your company at less than the minimum wage
— You're A Crook



But if you put your company in Ryder vans and move it to a near-by country where you can hire a dozen workers for less than the cost of a can of Pepsi
— You're A Businessman

If you make cheap video copies of *Die Hard* and *Pulp Fiction* to sell on the corner at shady street fairs
— You're A Crook



But if you produce cheap rip-offs of those films to sell in actual video stores
— You're A Businessman

If your business involves loaning people free money, but making them cough up outrageous interest rates if they're even one second late in paying
— You're A Crook

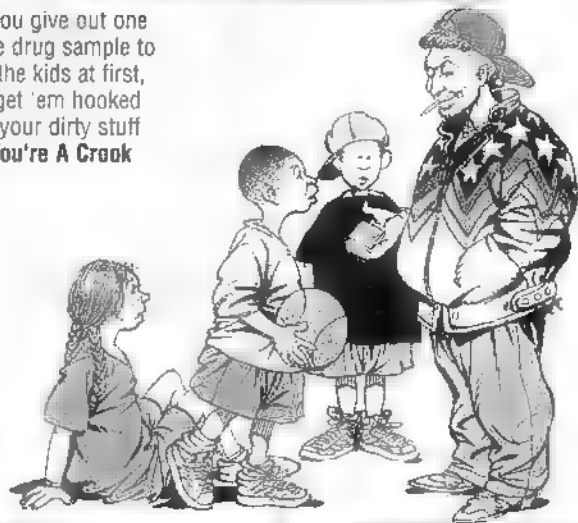


But if you're the president of Visa, Discover or American Express
— You're A Businessman

BUSINESSMAN BUSINESS

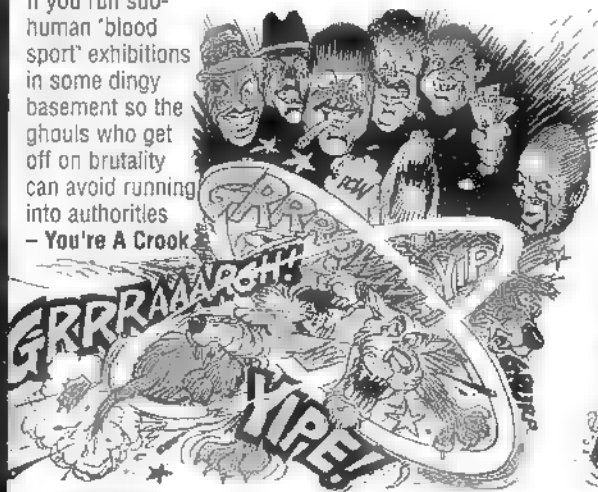
KCROOKCROOKCROOKCROOK

If you give out one free drug sample to all the kids at first, to get 'em hooked on your dirty stuff
- You're A Crook



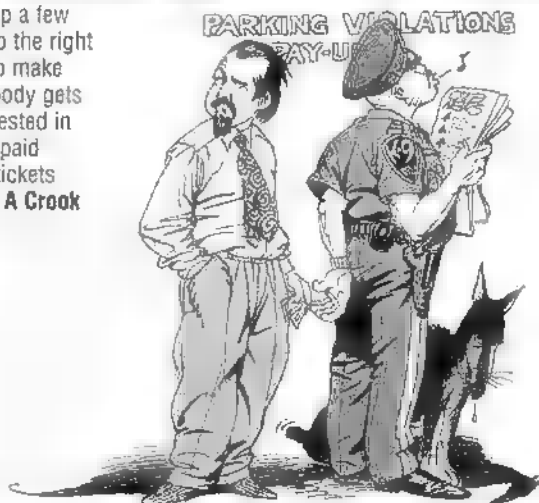
But if you descramble the Disney Channel for just one weekend, to get those brats to scream until Mom and Dad pony up the 10 bucks a month
- You're A Businessman

If you run sub-human "blood sport" exhibitions in some dingy basement so the ghouls who get off on brutality can avoid running into authorities
- You're A Crook



But if you call the whole thing the "Ultimate" something-or-other and put it on pay-per-view
- You're A Businessman

If you slip a few dollars to the right people to make sure nobody gets too interested in those unpaid parking tickets
- You're A Crook



But if you slip a few million dollars to the people who can make sure nobody sees those pesky research papers that show how your cigarettes cause cancer
- You're A Businessman

Hi!
We're
the
Wholesome
Twins,
Ashwipe
and Mary
Cakes!

That's right! And when it came
time for MAD to investigate an
activity filled with hair-pulling,
vicious chokes, elbow shots
and the splatter of blood,
they realized that nobody knew
that kind of violence like us!

Yeah, those mall
appearances can
be brutal! But
at least they
made us immune
to the gore we'll
be seeing when
MAD goes to...

THE EXTREMELY ULTIMATE FIGHTS

SEE
A MAN
HEMORRHAGE!

THE AMERICAN NIGHTMARE

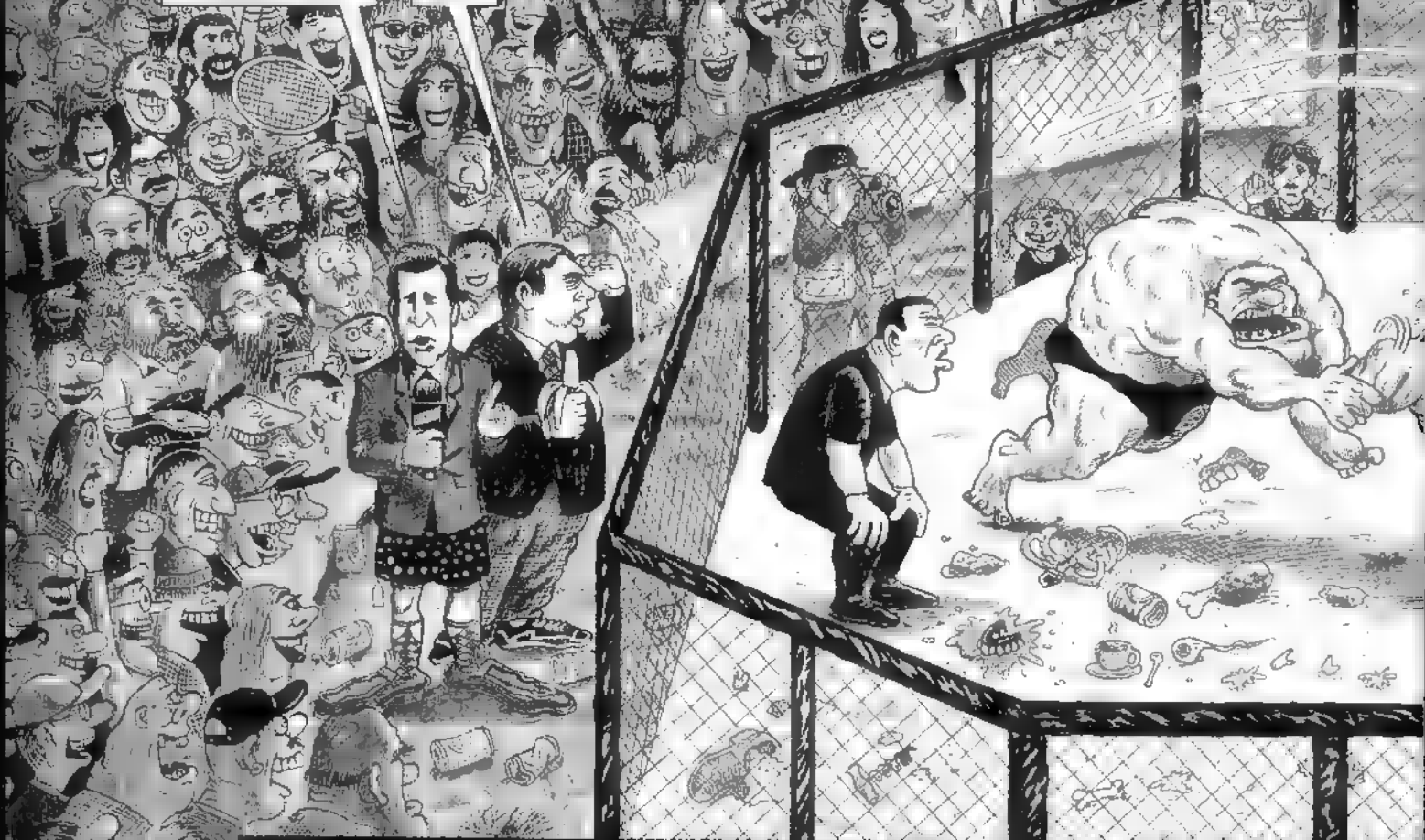
RECOMMENDED FOR
SADISTIC AUDIENCES
CONTAINS SEVERAL
HOMICIDES



KICKBOXING VS TAE KWON DO VS SHA NA NA VS FA FA FA
VS KARATE VS BABA BOOEY VS KUNG FU VS FOO FIGHT-
ERS VS BOUTROS BOUTROS-GHALI VS BA DA BING BA DA
BOOM VS SLAPFIGHTING VS DON HO VS YO-YO MA VS SPY

Oooo! He took a vicious hit to the groin, followed by the famous "Pancreas Pull" hold! This is the most brutal display of savagery I've ever seen!

And that's just the guys in line for beer!



Hello there, girls! I'm Marky D. Sodd, promoter of Extremely Ultimate Fighting! Glad you could make it!

It was very tough, Mr. Sodd! Tonight's event was supposed to be in Denver, Colorado!

Yeah, but the cops said I couldn't hold it there, so I moved it to Roanoke, Virginia this morning! But all ticket holders will be honored! If they want a refund, all they have to do is drive to the ticket office in Roanoke and their money will be returned!



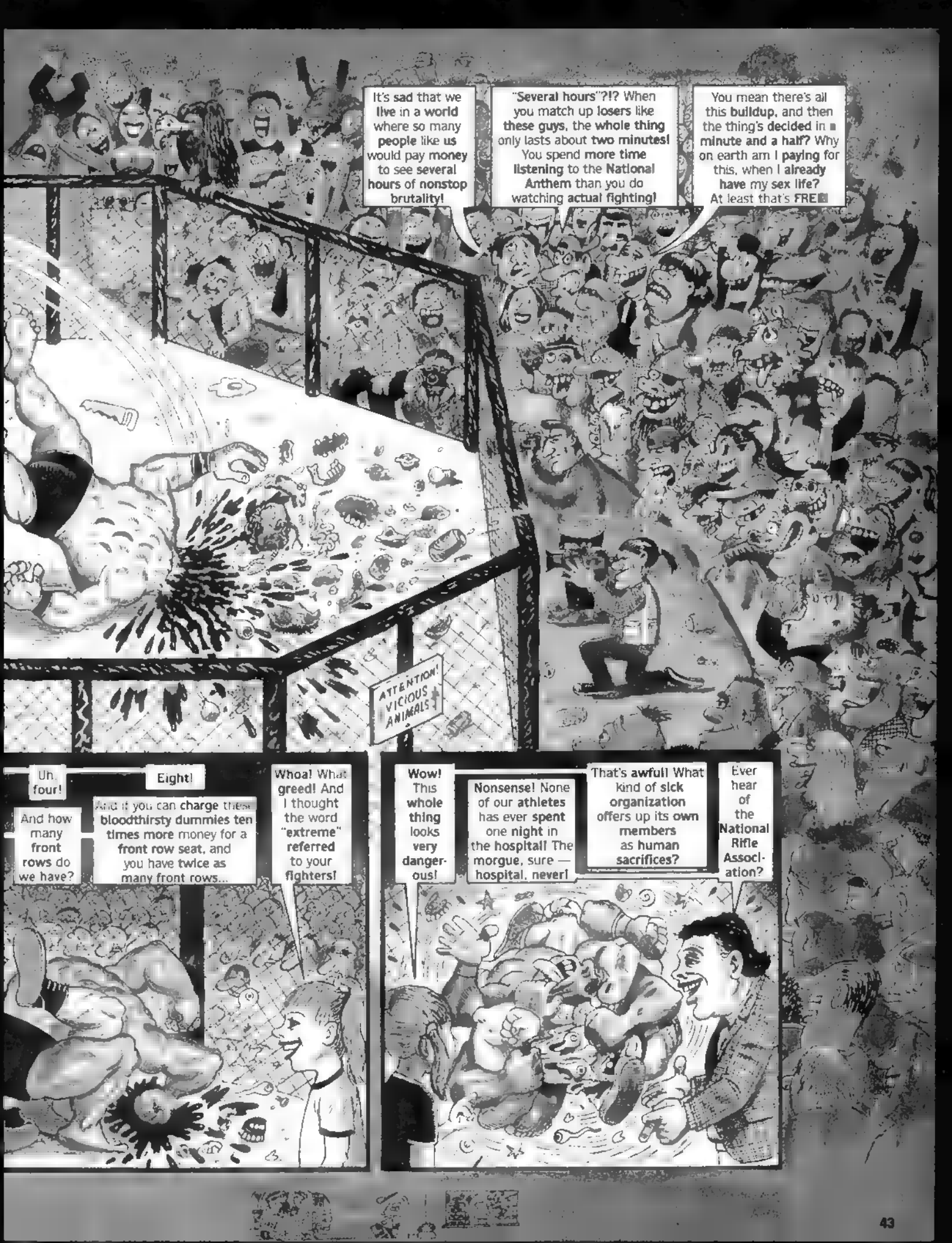
Your fighters face off in a patented octagon ring! What made you think of the eight-sided concept?

How many sides are there in a boxing ring?

Four!

So how many rows are there in the audience?





It's sad that we live in a world where so many people like us would pay money to see several hours of nonstop brutality!

"Several hours"?!! When you match up losers like these guys, the whole thing only lasts about two minutes! You spend more time listening to the National Anthem than you do watching actual fighting!

You mean there's all this buildup, and then the thing's decided in a minute and a half? Why on earth am I paying for this, when I already have my sex life? At least that's FREE!

ATTENTION! VICIOUS ANIMALS!

Uh, four!

Eight!

And how many front rows do we have?

And if you can charge these bloodthirsty dummies ten times more money for a front row seat, and you have twice as many front rows...

Whoa! What greed! And I thought the word "extreme" referred to your fighters!

Wow! This whole thing looks very dangerous!

Nonsense! None of our athletes has ever spent one night in the hospital! The morgue, sure — hospital, never!

That's awful! What kind of sick organization offers up its own members as human sacrifices?

Ever hear of the National Rifle Association?

The format of **Extremely Ultimate Fighting** is simple! Fighters face-off in a first round bout and the winners move on, unless they're hurt and have to be replaced! The goal is to keep your opponent down, but if the action halts, the fighters stand and start over! Finalists meet in a no-time-limit, 30-minute match! If no one wins, it's a draw, but our judges still pick a winner! That man stands alone as our champion, except when we have a bonus Superfight between two other guys!

Wow! I bet you consider car rental agreements light "bathroom reading"!

This is fighter Dan Septic! We're going on the *Larry Kink Show* here at the arena to defend **Extremely Ultimate Fighting**!

Dan, you'll be facing all kinds of martial arts experts! What's your expertise?

Gesundheit! Ha! I didn't know you did comedy!

Haven't you ever seen *Full House*? Yes, every week!



Mr. Kink? We understand that you...

Hubba hubba! Are either of you gals single? Will either of you marry me? Answer quick! My calendar's free through next week!

But we're only 12-years old!

Hey, 12 and 12 makes 24! Okay, forget it! If you have any older sisters, just tell them to meet me at the 24-Hour Drive-Thru Church of the Sacred Pre-Nup next Friday at 7!



Are you there, caller?

Yes, and I'd like to tell Mr. Sodd that his so-called sport is a barbaric spectacle! It's cruel, vicious, and makes me ashamed of the United States!

Whew! That's a pretty harsh comment!

It's worse than you think! That was Saddam Hussein!



Are you comfortable bringing this kind of grotesque display into the homes of millions of Americans?

Hey, you're the one who kissed Marlon Brando on the lips! You tell me which TV event was tougher to watch!



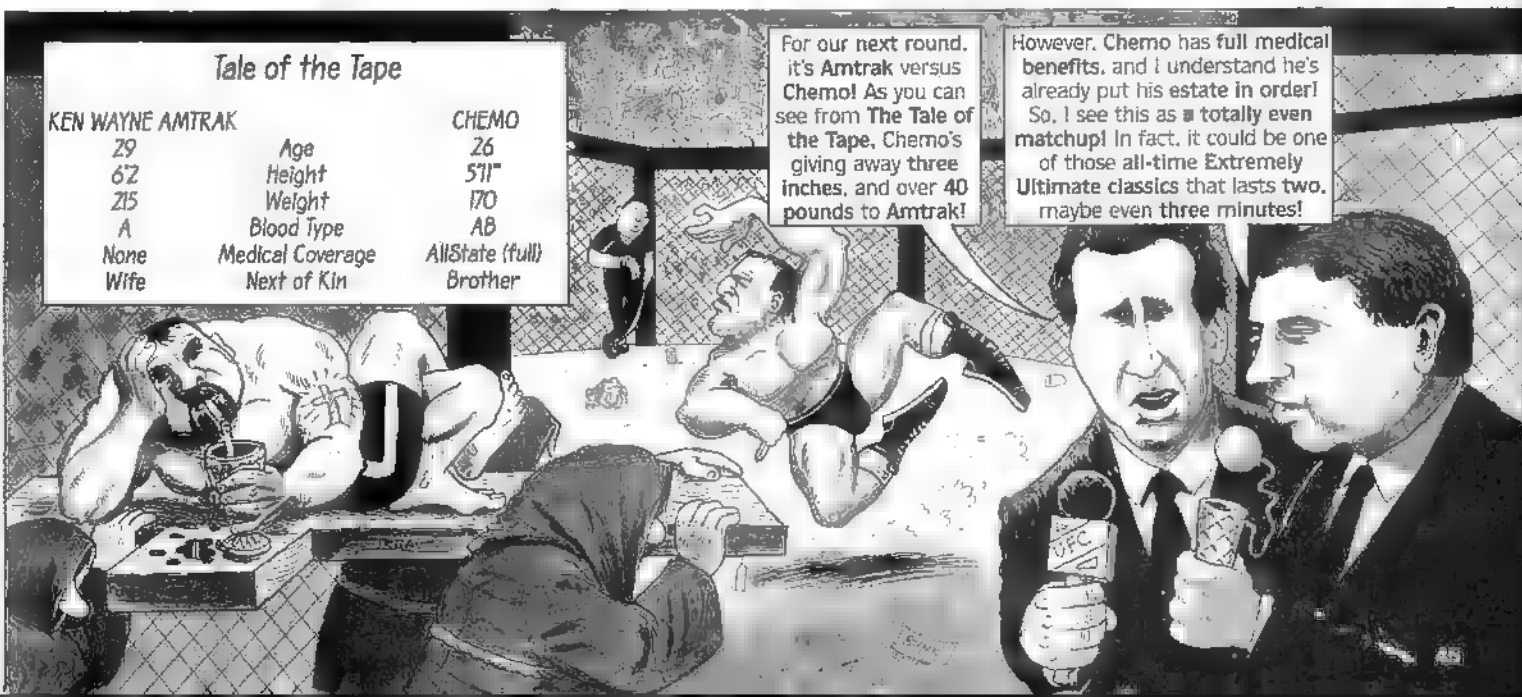
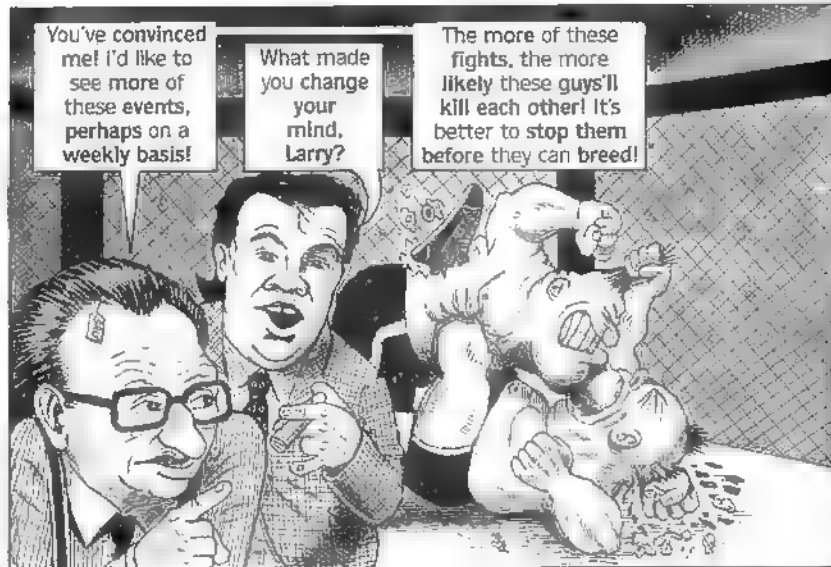
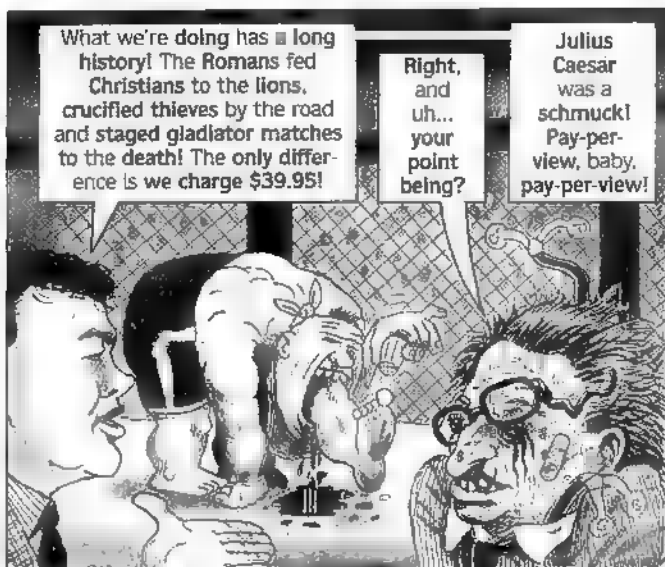
We're all big boys! And if we want to put our bodies on the line for the big money, it's our decision!

Aren't you concerned about brain damage? Or of permanently injuring an opponent? What kind of living could you make then?

We could always ghost-write your *USA Today* column: "No one sings a song like Robert Goulet...If you look up 'underrated' in the dictionary, you see Regis Philbin's photo...I like milkshakes!" Do you really need a working brain to come up with those?



You knew if you waited long enough someone would come up with a simple, easy-to-use computer operating system — so you were first in line to buy WINDOWS 95...Aren't you the genius?



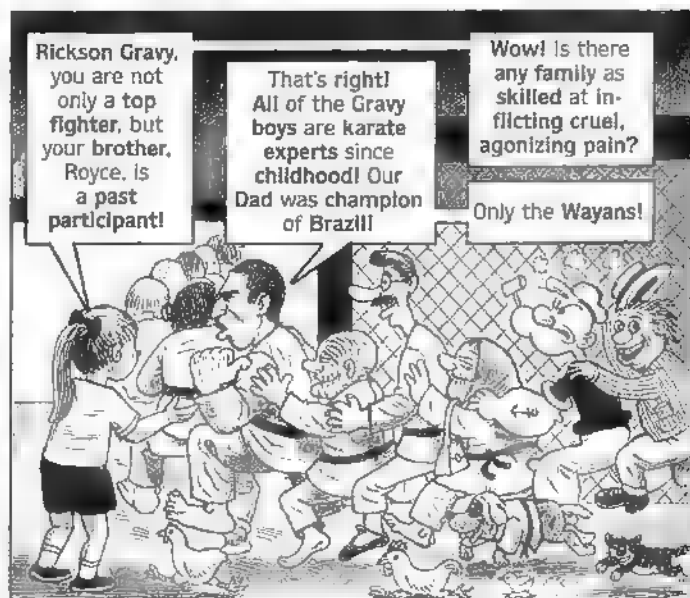
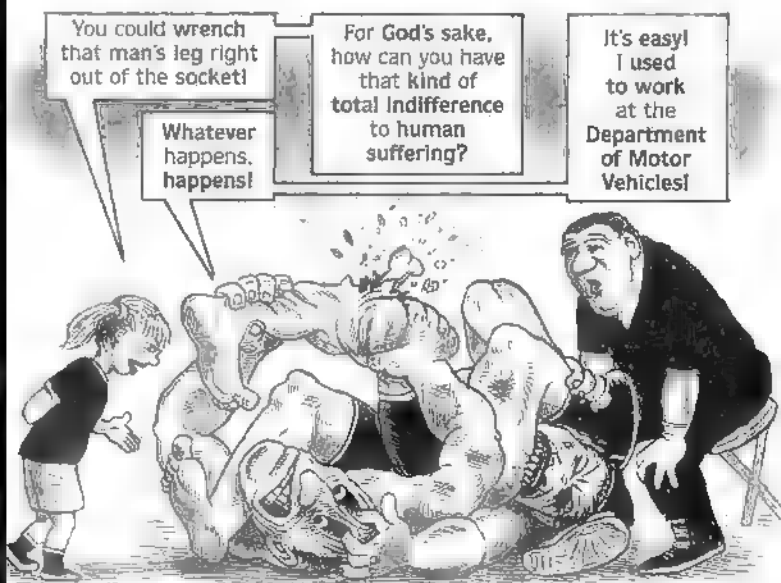
Tale of the Tape

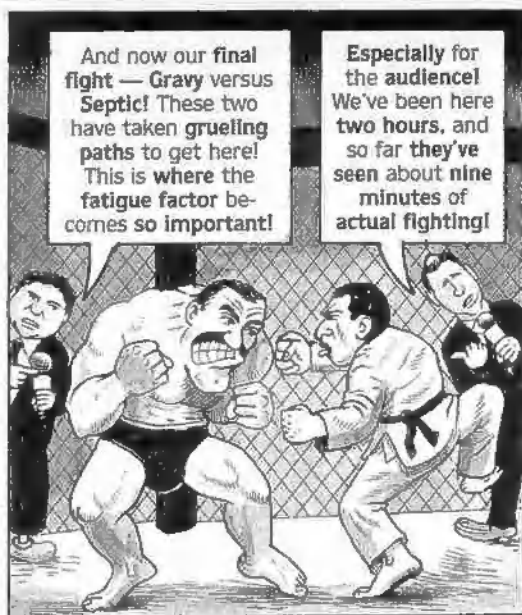
KEN WAYNE AMTRAK

29 Age
6'2 Height
215 Weight
A Blood Type
None Medical Coverage
Wife Next of Kin

CHEMO

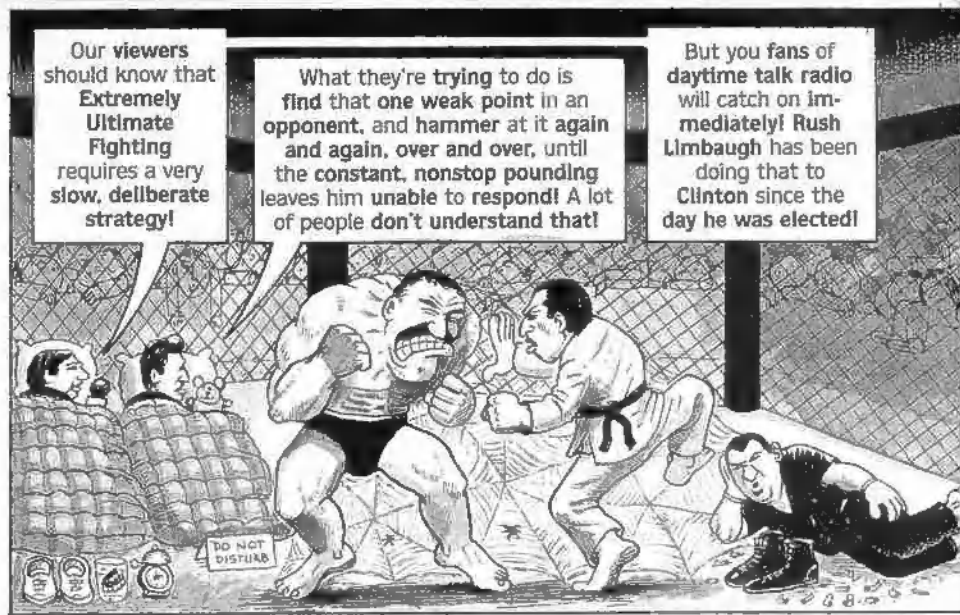
26
5'11" Height
170 Weight
AB Blood Type
AllState (full) Medical Coverage
Brother Next of Kin





And now our final fight — Gravy versus Septic! These two have taken grueling paths to get here! This is where the fatigue factor becomes so important!

Especially for the audience! We've been here two hours, and so far they've seen about nine minutes of actual fighting!



Our viewers should know that Extremely Ultimate Fighting requires a very slow, deliberate strategy!

What they're trying to do is find that one weak point in an opponent, and hammer at it again and again, over and over, until the constant, nonstop pounding leaves him unable to respond! A lot of people don't understand that!

But you fans of daytime talk radio will catch on immediately! Rush Limbaugh has been doing that to Clinton since the day he was elected!



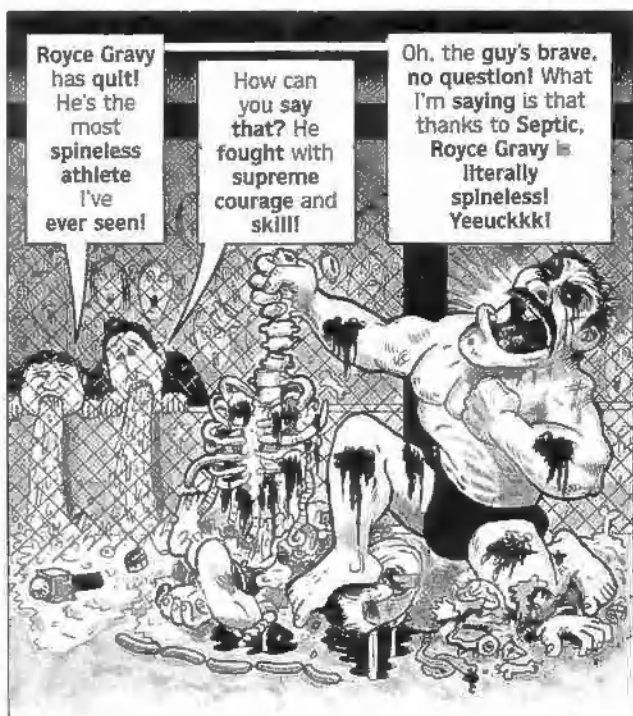
Oooh! A devastating hit to the groin! And another!

Yes, Bruce, that's one of Septic's specialties! I can't think of another star who's made more of a career out of the crotch shot!

What about Sharon Stone?

You fiend! How can you possibly sell this kind of so-called entertainment to the people of America?

You're absolutely right! Camera Three, get off those fans! Zoom in on the blood! I need to get these tapes into Blockbuster Video!



Royce Gravy has quit! He's the most spineless athlete I've ever seen!

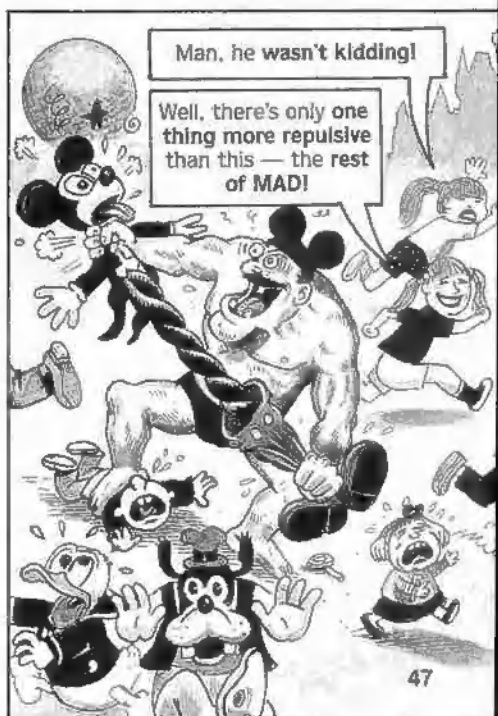
How can you say that? He fought with supreme courage and skill!

Oh, the guy's brave, no question! What I'm saying is that thanks to Septic, Royce Gravy is literally spineless! Yeeuckkk!



Dan Septic, you've just won the Extremely Ultimate Fighting championship! Where do you go from here?

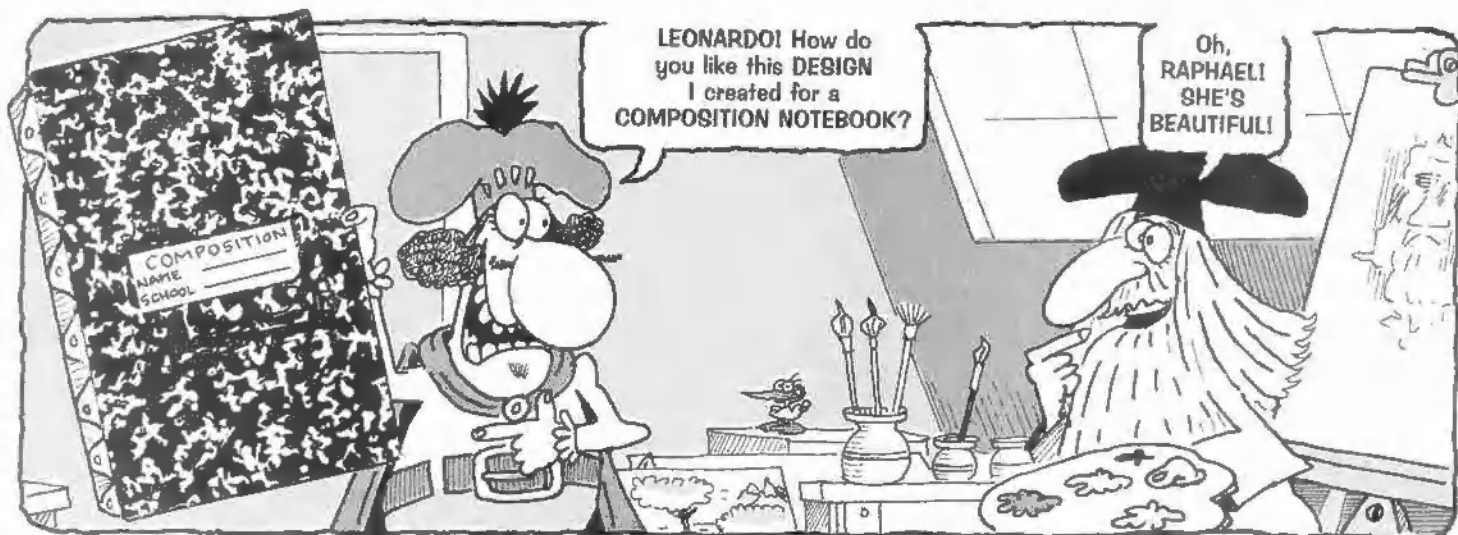
I'm going to Disneyworld!



Man, he wasn't kidding!

Well, there's only one thing more repulsive than this — the rest of MAD!

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▶ **A**

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16 A or E

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18 ~~Perv-Per-View~~

19 ~~Everything For~~

20 Inaccurate History Channel

21 The English Channel

22 EuroDisney Channel

23 Headcheese News

24 Nickmeglodon

25 Blackhead Entertainment Television

26 The Unt Channel

27 ~~Johns Proposed On~~

28 ~~John Goodman's Back~~

29 All-Buttmaster Informals

30 The Naked Clown Channel

31 ~~Criminoid~~

32 CGPI (Out-Of-Focus Programming)

33 A Large, Unblinking Eyeball

34 Best Of The Yule Log

35 TNT (Totally Naustating Television)

36 The #8 V-Chip Network

37 The Slow Learning Channel

38 The Slow Learning Channel

39 ESPNI (Extremely Stupid People's Network)

40 VH-Dumb

41 A&E&O&U

42 The Famine Channel

43 ~~Pay-Per-Second~~

44 ~~Pay-Per-Second~~

45 Sports Channel

46 Turner And Hoach Broadcasting System

47 C-Spanex

48 Pet Neutering Videos Network

49 America's Squawking

50 The Kharntown Network

51 Public Abscess

52 The ~~Zaganel Film Channel~~

53 Sports Injury Channel

54 MTV Dinner

55 ~~Home Box Office~~

56 Small Claims Court TV

57 The Weather Or Not Channel

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59 The Lappache Network

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63 The Barban Feldon Network

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